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The American Perfumer

and Essential Oil Review

PERFUMER
PUB. CO.
NEW YORK

OCTOBER
NINETEEN
THIRTY



Banquet

American Can Company

NEW YORK

CHICAGO

SAN FRANCISCO



See also page 9

M. NAEF & CO.

GENEVA

THE ability to recognize the merits of the constantly-added-to lines of synthetic floral types and bases, distinguishes the progressive perfumer from his less aggressive competitors.

We suggest a trial of the following:

ACACIA

A very floral Orange Blossom type—particularly adapted for scenting talcs.

AMBER

An unusually fine sweetener—recommended for use in heavy floral and Oriental odors.

BOUVARDIA

An excellent and popular base for floral odors.

FLEUR de LYS

An exceptionally fine Lily type—reasonably priced.

Adoption of one or several of the above varied Naef synthetic creations assures you of keeping abreast of the trend in modern perfuming.



UNGERER & CO.

NEW YORK

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IN THIS ISSUE

THE alcohol situation is a subject of increasing interest and our Washington News this month gives the latest developments. Our comment on them is in the Editorial Section. Dr. Guenther and Mr. Garnier continue their interesting research on Otto of Rose, while Dr. Winter completes his study of the odor range of raw materials. There is another excellent Fairman article and a discussion of style by Paul H. Nystrom. The Canadian National Exhibition and its displays is described in the Canadian Section. You might want to read the Market Report this month too. The market is an interesting affair. As usual, the news is all there and well worth your perusal!

The
American Perfumer
and Essential Oil Review
Registered U. S. Patent Office

VOL. XXV

NO. 8

Guaranteed Quality

"StaffAllen's"



*I*T is not a sufficient guarantee of the quality of an essential oil that it be pure and unadulterated. An oil may be said to be absolutely pure when prepared from the proper natural material with no admixture of other substances either to the raw material or to the resultant oil.

Quality, however, is more elusive. Perfection is achieved only when the raw material is of the finest, selected with discrimination and scientifically distilled.

"StaffAllen's" oils are not merely pure in the technical sense; they meet the most exacting requirements of "quality" as distinguished from mere "purity."

STAFFORD ALLEN & SONS, Ltd. : London
 UNGERER & COMPANY : : New York

OTTO OF ROSE D'OR

*W*HEN a product has been on the market for years and is as well and favorably known to all users of perfume materials as is Botu Pappazoglou's Otto of Rose d'Or there remains nothing new to be said about it.

The purchasing of Otto of Rose is essentially a question of confidence in the brand and the fact that Otto of Rose d'Or has held the leadership for so many years and still holds it is sufficient proof of the esteem in which its quality is held by those best competent to judge its merits.

UNGERER & COMPANY : : New York
 BOTU D. PAPPAZOGLU, S. A., Kazanlik, Bulgaria

The American Perfumer

and Essential Oil Review

Registered in U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

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Established 1906

NEW YORK, OCTOBER, 1930

Vol. XXV. No. 8

Mr. Woodcock on Diversion

AN astounding statement has just come from Amos W. W. Woodcock, Commissioner of Prohibition. It appears in a mimeographed brochure from his Bureau and is to the effect that about 2,000,000 gallons or 40 per cent, of the alcohol "permitted" for perfumes, toilet preparations and the like, is being diverted annually. Furthermore, Mr. Woodcock says that this 2,000,000 gallons is about 40 per cent of all the alcohol diverted. Dr. James M. Doran, Commissioner of Industrial Alcohol and former Commissioner of Prohibition, has quite properly countered this statement. He correctly says that diversion of this industry's alcohol is so small as to be of insignificant importance.

We shall not attempt to go behind this absurd exaggeration although a suspicion as to its purpose might be pardonable under the circumstances. If it is an attempt to discredit the work of his predecessor and present colleague, we are certain that it will be ineffective except with perhaps a small fanatical fraction of the ultra-drys. Industrial consumers of alcohol are too well aware of the services of Dr. Doran to industry to be affected by so patent an exaggeration.

If proof were needed that the Department of Justice should not be trusted with the difficult and delicate duties of administration of the industrial alcohol regulations, this statement of Mr. Woodcock would supply it. Many consider it unfortunate that Congress has now divided these duties and has given some measure of control into the hands of the Department of Justice. They are likely to be confirmed in that belief by Mr. Woodcock's statement and may even feel that he believes an even greater measure of control should pass from the Treasury Department into the hands of his Bureau. It is certain that they will not support him in any effort to brush the Treasury Department from his path with words or in any appeal to Congress for greater power, which he may have in contemplation.

We have not always been in agreement with the Bureau of Industrial Alcohol in its administration of the law. In fact, we are now in complete disagreement with it in its effort to stretch the law and the regulations in the supervision of formulas for toilet preparations. The Courts have but re-

cently held that the Federal Trade Commission, for example, could not go beyond the law and act in cases where it merely presumed that violations might occur, but must confine its efforts to instances where there have been actual violations. This is precisely the position which we hold in the formula controversy. It is opposed to that of the legalistic minds in the Bureau, from whom Dr. Doran must take his opinion in legal matters.

But we know that Dr. Doran has done much efficient and effective work in handling the difficult problem of industrial alcohol supplies without undue hampering of legitimate industry. We know him to be honest, sincere and efficient. He has the good will and the co-operation of industry and he will continue to have it even though industry may be in complete disagreement with some of the policies which he is forced to adopt through the advice of his legal staff. Any attempt to discredit the work which he has done by statements regarding the amount of diversion of industrial alcohol under his regime is likely to receive little sympathy from the public and none at all from appreciative industry, especially when the statements are admittedly based only upon conjecture.

We are afraid that Mr. Woodcock has chosen a method little calculated to bring the results which he is seeking and certain to make more difficult an already complicated problem.

Perfumes and Prices

RECENTLY Leroy Fairman told us something of the influence, or lack of influence, which the matter of price has on the sale of perfumes and toilet preparations, and to illustrate his article we secured some items sold without regard to the price appeal. It so happened that the four articles which made up our illustration were all products of foreign manufacturers. This was by accident and not by design and we might have used an American item or two in the photograph. But it would have been difficult to have found four American products in whose sales the matter of price does not enter, while there are many imported perfumes and preparations placed upon the market in this way.

There is something of a lesson in our inadvertent experience with the illustration for Mr. Fairman's excellent article. In it lies one of the most obvious

causes of foreign success with perfumes in this market. The successful foreign perfumer does not start with the idea that his product must sell at a fixed figure (in the case of American makers, usually a low one) and then select his raw materials, his packages and his accessories to bring the finished product within the price limits arbitrarily fixed at the start. Rather, he starts with a conception of the product, secures the best in required raw materials, designs a package in keeping with the perfume, and, in short, brings out an item which is worthy and appealing.

After all this is done, he decides on the price, adding, of course, a profit sufficient for his purpose and possibly a bit more.

When this sort of product comes into the market, it sells. The purchaser is willing to pay the price, believing, whether justified or not, that she is getting an article well worth the expenditure. She turns away from the perfume which carries a price tag to the one which doesn't need it. Incidentally, she usually turns away from an American product to one of foreign manufacture in the process.

There is no reason, as we have so often said, why the American manufacturer cannot do the same thing. In one or two rare instances he has done it with success. But it is not the general thing. There are other reasons for French perfume prestige in America, but surely this is one of the most notable, and withal, one of the easiest remedied.

A Glance at the Price List

PRICES of essential oils on the average are at the lowest point for more than twenty years. Averages and index numbers compiled by individuals and organizations show that current levels for the leading articles in this group are from 80 per cent to 95 per cent of their pre-war levels, depending upon the oils selected and the individual method of weighting the index. No matter which of these figures is more accurate, it is certain that raw materials for soaps, perfumes and flavors falling within this group have reached levels well below those attained by industrial raw materials in general.

It is by no means certain that some further declines in individual items may not take place. Some oils still seem weak and unsettled with a tendency toward still lower levels. But the judicious buyer of essential oils will find many bargains in the present prices current, and the wise purchaser will not hesitate to stock oils somewhat beyond his current requirements at the present levels.

Buying for speculative gains may not be advisable but for the consumer, who will ultimately use the oils, purchases in larger than normal volume would seem to be advisable. The time to buy essential oils as well as other commodities is when no one else wants them. That seems to be the condition at the moment but it is one which will not last forever. Certainly the risks of buying at today's price levels are so small as to be well worth taking.

OUR ADVERTISERS

ANTOINE CHRIS COMPANY New York City

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW
432 Fourth Ave., New York City.

GENTLEMEN: We have been advertising in THE AMERICAN PERFUMER for almost twenty-five years and are pleased to state that we are very satisfied with the results which we have obtained through your publication.

We also appreciate the co-operation we have received during this period from your magazine and its staff.

Yours very sincerely,

ANTOINE CHRIS COMPANY
by C. A. SWAN, President.

Censorship from Another Quarter?

THE National Better Business Bureau has recently sent out several press releases telling of its work in connection with the advertising of hair dyes and other preparations falling within our field. These bulletins are very interesting. They make very entertaining reading for these long autumn evenings but we hope that no one will take them very seriously. The one on hair dyes in particular consists of a curious array of facts, opinions and propaganda which can do little good and may be productive of much real harm.

It is strange that an unbiased opinion on this and kindred subjects should have been sought by the Bureau from such a source as the American Medical Association. It is still more curious that this opinion should be broadcast by the Bureau without at least a casual check up with other sources whose information, if not actually contradictory, would certainly modify the conclusions materially.

We appreciate and endorse the original stated purpose of the Better Business Bureau and its efforts to bring about more satisfactory conditions in advertising. But we cannot say the same thing about its methods. Certainly some check should be put upon an organization which gratuitously condemns practically an entire industry on the basis of misleading facts and biased opinions. No such organization should be permitted to broadcast such condemnation without challenge.

Opposing all sorts of censorship as we do, we hope that the industry will pay little attention to this particular effort coming in the guise of "advice" or "warning." It can be twisted only too easily into something much more serious and much less ethical. We want clean advertising but this can be secured without paying the price of obedience to a self-constituted board of censors using methods which cannot be tolerated by self-respecting individuals.

Difference on Alcohol Diversion

Mr. Woodcock Issues Brochure Claiming Huge

Volume Diverted by Toilet Goods Trade

Dr. Doran Controverts Statements

WASHINGTON, October 14.—A brief statement in a quite recent monograph on prohibition, prepared by the Department of Justice within three months after prohibition enforcement was put under its jurisdiction, created some surprise through the estimate that 40 per cent of the industrial alcohol withdrawn for usage in manufacturing perfumes, hair tonics and toilet accessories is diverted to illegal uses.

The monograph admitted that this estimate is based purely on conjecture, but the method of reasoning employed by the department made it appear that possibly more than 2,000,000 of the 5,000,000 gallons of alcohol used in the fiscal year ending June 30, 1930, by these manufacturers went for purposes other than originally intended.

This total represented two-fifths of the entire amount estimated to have been diverted out of a total 47,720,507 gallons of specially denatured alcohol issued for all industrial purposes.

The conclusions of the department were contained in the following brief statement of its findings:



A. W. W. WOODCOCK

Text of Statement

"No factual information is available concerning the quantity of illegal alcohol recovered from perfumes, hair tonics and other toilet accessories, except that found by chemical examination of seizures.

"Special Agents of the Bureau of Prohibition who have investigated diversion of industrial alcohol vary slightly in their estimates which are based upon their individual observation. It is known, however, that large quantities of these products are redistilled to obtain a potable alcohol. It is not believed that this will exceed 40 per cent of the total quantity withdrawn ostensibly for the manufacture of such toilet articles.

"During the year ending June 30, 1930, there were withdrawn 5,025,947 gallons under formulas from which toilet preparations are manufactured. Estimating 40 per cent of this to be diverted, 2,010,379 gallons 190 proof, or 1,909,860 gallons of absolute alcohol reached illegal channels.

"Recovery of alcohol from all other products produced under the remaining industrial alcohol

formulas is negligible. It is estimated not to exceed 100,000 gallons.

"Total withdrawals of denatured alcohol during the year ending June 30, 1930, amounted to 104,868,160 gallons, of which 57,147,653 gallons were completely denatured and 47,720,507 gallons were specially denatured alcohol. All diversion was from this latter type.

"From the following table it will be noted the Bureau estimates that 4,964,609 gallons of absolute alcohol were probably recovered through diversion."

(See Table Below)

Quotas Established

This estimate of diversion occasioned particular surprise in view of the many claims of success made for various projects for limiting the manufacture of industrial alcohol in which the industrial alcohol-using industry has joined, to such an extent as to receive the frequent commendation of Dr. James M. Doran,

Commissioner of Industrial Alcohol. All of the nationally organized groups of manufacturers, including the American Manufacturers of Toilet Articles and the National Beauty and Barbers Supply Dealers' Association, have joined in this work.

Some three years ago, the Bureau of Prohibition, then acting as one unit in all enforcement matters, under Treasury Department jurisdiction, established quantitative quotas for the manufacture of industrial alcohol. This ruling went into effect on Dec. 12, 1927, following which date the supply was limited to the demand, with frequent readjustments of quotas as experience made the allotment of quotas more accurate.

There are some 25,000 manufacturers in the United States who need industrial alcohol in varying quantities and it is obvious that there is a small number of unscrupulous persons who will seek protection under the

"Gallons of Absolute Alcohol Diverted"

"Lacquer thinners and solvents	890,635
"Ethyl Acetate	2,064,114
"Perfumes, hair tonics and other toilet accessories	1,909,860
"All other sources	100,000
"Total diversion	4,964,609"

banner of "perfume manufacturer" for unscrupulous dealings. However, Dr. Doran has reiterated that, as a class, perfume and essential oil manufacturers abide strictly within the letter and the spirit of the law.

Dr. Doran's Position

In a statement to the press following the issuance of the Woodcock brochure, Dr. Doran said that the figures of diversion for perfumes and toilet goods as estimated by the Department of Justice were obviously greatly exaggerated. He gave no estimate of his own as to possible diversion from this industry but indicated that it could have been only a small fraction of the amount announced by Mr. Woodcock. Diversion of such alcohol according to Dr. Doran does not constitute a serious enforcement problem at this time.

The conflicting statements on the part of the two bureau heads emphasizes a belief current in Washington and in industrial alcohol consuming circles that the present joint control of industrial alcohol supplies is interpreted by the Department of Justice as giving it authority over such supplies without more than casual reference to the Treasury Department. It is felt that there can be no other explanation for Mr. Woodcock's statement which was obviously issued without reference to the opinions of the Treasury Department, and for Dr. Doran's rather critical rejoinder.

Advisory Council Meets

A new era of governmental co-operation with users of industrial alcohol appeared possible in the near future with the first meeting recently of the Industrial Advisory Council, appointed by Commissioner James M. Doran, to co-operate with him in determining the needs of the trade and to aid in erasing problems which have arisen as the result of a great industrial division being forced to operate under strict governmental supervision.

The private meeting of the council, at which its members organized themselves into an active group resulted in no immediate announcement of policy other than the reiterated desire of Dr. Doran to co-operate with users of industrial alcohol.

However, it was indicated that the advisory council may have a considerable influence over the new regulations governing this commodity. This was seen in the fact that the regulations, prepared in tentative form for some time, were postponed from the original publication date set for Oct. 15 to an indefinite later date. Word of this postponement came on the evening of Oct. 3, after the council had held its first meeting.

Dr. Doran Addresses Council

Addressing a luncheon given by the council, Dr. Doran, who was a guest of honor, complimented the users of industrial alcohol for their "fine co-operative spirit" in sanctioning the government's policy of limiting alcohol production to reasonable requirements. He did not discuss, however, an important question likely to be considered by the council concerning a difference of opinion between users of industrial alcohol and himself regarding how far his bureau may go in declaring formulas illegal because of the alleged possibility of recovering alcohol contained in them for illegal uses.

Dr. Doran is known to believe that the authority of his office permits his exercising discretionary powers in the approval or disapproval of formulas which it is believed lend themselves easily to conversion. Conversely, users of industrial alcohol generally interpret the law as giving the commissioner authority only to accept or reject a formula on the basis of its original unfitness for use for beverage purposes.

As this difference of opinion will continue until a mutually satisfactory interpretation of the laws is found, the logical inference is that it probably will be laid before the impartial council selected by Dr. Doran for the solving of just such problems as this one.

In the words of the bureau, the advisory council was named "to promote better understanding and to establish closer co-operative contacts between the government and the business public, principally scientific, professional and trade organizations concerned with the manufacture, distribution and use of alcohol and liquors for industrial and medicinal purposes."

The members of the council, including five representatives of the perfume industry, elected Henry S. Chatfield, president of the National Oil, Paint and Varnish Association, as chairman.

Text of Address

In addressing the council at the luncheon, Dr. Doran paid the highest compliments to the alcohol-using industries in a brief address which follows textually:

"Men of affairs in science and industry are rendering a fine public service by giving their time and ability in assisting the government in its efforts to promote fair administration of the laws affecting legitimate business.

"The government welcomes the advice of industrial leaders, not for the purpose of relaxing regulations, but with a view of applying regulations with greater effectiveness to the end that legitimate business will thereby be promoted and safeguarded. With that thought in mind, your views will always be given careful consideration.

"Legitimate manufacturers and users of industrial alcohol, as a group, are organized nationally and constitute a vital part of American business life. It is the policy of the Bureau of Industrial Alcohol to co-operate closely with all of these leading industrial organizations in working out their permissive problems.

"Thus all legitimate users of industrial alcohol are assured an ample supply of alcohol under fair administrative conditions. Co-operation safeguards all reasonable commercial operations. Obviously legitimate business thereby can be best protected from the criminal element ostensibly engaged in business to cover up illegal liquor operations.

"A splendid evidence of the fine co-operative spirit of industry is its sanction of the government's policy in effect during the past three years limiting alcohol production to reasonable requirements. This policy was inaugurated and carried out largely through the good spirit and co-operation of the manufacturers and users themselves.

"Quantitative control thus established has stopped large surpluses of industrial alcohol which were the direct cause of widespread diversions in earlier years.

Continued co-operation of industry along this and other lines will promote increased efficiency in the enforcement of the laws.

"Regulations have been drawn in such manner as to make it desirable for honest business men to obey the law. The government's dealings with the doctor, the druggist and the manufacturer are on the basis of a square deal. Regulations affecting these groups of citizens are based upon that principle and are not dictated by the operations of the occasional criminal.

"In brief the regulatory system is designed to apply to law-abiding citizens and to lawful pursuits. I am confident that the overwhelming majority of American business men operating under government permits give sympathetic recognition to this fact. These men of affairs realize that the maintenance of reasonable permissive administration along co-operative lines is essential to the continued progress of science and industry in the United States.

"The Industrial Advisory Council can render invaluable aid to the government by preserving harmonious understanding and co-operation with the industrial users of alcohol and other nonbeverage liquors, to the end that all legitimate commercial requirements will be met, and that criminal operations, wherever they may be manifested, may be effectively eliminated."

Philadelphia College Opens 110th Session

Enrollment at the 110th annual session of the Philadelphia College of Pharmacy and Science, just begun, indicates the steady tendency of more and more students in pharmacy to pursue the four-year courses leading to the Bachelor of Science degree and even more advanced work leading to the degrees of Master of Science and Doctor of Pharmacy.

Charles H. LaWall and Julius W. Sturmer, deans of the Philadelphia College, attribute this tendency for more thorough preparation in pharmacy and related sciences to a recognition that the opportunities for graduates trained in these fields are not limited alone to retail pharmacy. Indeed an investigation recently made by the Philadelphia College indicates that approximately half its graduates are engaged in pharmaceutical and other scientific work in fields other than retail pharmacy. Almost one hundred separate occupations are included in this group.

There are more than twice as many students entering the four-year courses at the Philadelphia College this year as entered them last year and enrollment in these courses has shown a steady increase ever since their establishment in 1921. There also are in attendance this year at the Philadelphia College more students than ever before pursuing graduate studies and other special work. New students from distant states and foreign countries have entered the Philadelphia College this year in greater numbers than ever before.

Enrollments at the same time in the standard three-year pharmacy course have continued at virtually the same levels as in previous years. Only one more class will enter the three-year course because in September, 1932, all of the Philadelphia College undergraduate courses will require a minimum of four years for completion.

Beauty Industry Ranks Among First Ten

THE beauty industry, a comparatively new one, which now ranks among the first ten industries of the United States, has an estimated annual volume of \$1,000,000,000, says C. C. Concannon, chief of the chemical division of the Department of Commerce, in *The United States Daily*. Exploitation, he says, of the personal hygiene element as an aid to beauty, the incorporation of cleanliness in cosmetology and the increasing consciousness of men regarding personal appearance, coupled with a successful selling appeal is accountable for the enormous expansions in the use of toiletries, perfumes, cosmetics, lotions, facial soaps, etc., as well as a rapid development in the field of beauty services.

"The beauty business is relatively a shock-proof industry," Mr. Concannon declared. Like other industries it is effected to some extent by the general worldwide business depression, particularly in the higher priced perfumes and cosmetics, but in general the demand for beauty aids remains as constant as the desire to look well. He further states that the approximate wholesale value of perfumes, cosmetics, and other toilet preparations during 1929, according to trade estimates, was \$250,000,000. It is believed that this figure can be conservatively increased 50 per cent to show the retail value of these products, which should bring the retail volume up to \$375,000,000. Personal services rendered by beauty shops are estimated to equal a similar amount. Add to this the equipment represented in services, purchases of electric appliances for beauty purposes, such as massagers, curling irons, driers, etc., and imported toiletries and the figure will be found to be close to the billion dollar mark.

The industry disposes annually of approximately 2,000 tons of rouge, 4,000 tons of face powder, 6,000 tons of bath salts, more than 25,000 tons of vanishing and other facial creams, 9,000 tons of complexion soap, 26,000 tons of skin lotion and more than 50,000 tons of cold cream; this in addition to various kinds of containers, compacts, powder puffs, etc.

Mr. Concannon thinks the industry is going ahead on a sound and scientific basis and its activities are receiving attention in many of our leading universities which provide facilities for the study and development of pharmaceutical and cosmetological products.

Credit Forum Meets in New York

The New York Chapter of the National Institute of Credit is holding the first credit forum meeting of the institute season, October 23, in the Oak Room of the Hotel Martinique, New York.

The meeting is being addressed by Frederick Williams, vice-president in charge of sales for the Cannon Mills, Inc., on "The Sales Executives' Viewpoint of the Credit Department." At this period of the year, when sales managers and credit men are trying to reduce their merchandise inventories, this subject should be of great importance. Credit men of the greater city, who care to avail themselves of the opportunity, are welcome to attend these meetings, others of which will be announced during the season.

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"Regulations have been drawn in such manner as to make it desirable for honest business men to obey the law. The government's dealings with the doctor, the druggist and the manufacturer are on the basis of a square deal. Regulations affecting these groups of citizens are based upon that principle and are not dictated by the operations of the occasional criminal.

"In brief the regulatory system is designed to apply to law-abiding citizens and to lawful pursuits. I am confident that the overwhelming majority of American business men operating under government permits give sympathetic recognition to this fact. These men of affairs realize that the maintenance of reasonable permissive administration along co-operative lines is essential to the continued progress of science and industry in the United States.

"The Industrial Advisory Council can render invaluable aid to the government by preserving harmonious understanding and co-operation with the industrial users of alcohol and other nonbeverage liquors, to the end that all legitimate commercial requirements will be met, and that criminal operations, wherever they may be manifested, may be effectively eliminated."

Philadelphia College Opens 110th Session

Enrollment at the 110th annual session of the Philadelphia College of Pharmacy and Science, just begun, indicates the steady tendency of more and more students in pharmacy to pursue the four-year courses leading to the Bachelor of Science degree and even more advanced work leading to the degrees of Master of Science and Doctor of Pharmacy.

Charles H. LaWall and Julius W. Sturmer, deans of the Philadelphia College, attribute this tendency for more thorough preparation in pharmacy and related sciences to a recognition that the opportunities for graduates trained in these fields are not limited alone to retail pharmacy. Indeed an investigation recently made by the Philadelphia College indicates that approximately half its graduates are engaged in pharmaceutical and other scientific work in fields other than retail pharmacy. Almost one hundred separate occupations are included in this group.

There are more than twice as many students entering the four-year courses at the Philadelphia College this year as entered them last year and enrollment in these courses has shown a steady increase ever since their establishment in 1921. There also are in attendance this year at the Philadelphia College more students than ever before pursuing graduate studies and other special work. New students from distant states and foreign countries have entered the Philadelphia College this year in greater numbers than ever before.

Enrollments at the same time in the standard three-year pharmacy course have continued at virtually the same levels as in previous years. Only one more class will enter the three-year course because in September, 1932, all of the Philadelphia College undergraduate courses will require a minimum of four years for completion.

Beauty Industry Ranks Among First Ten

THE beauty industry, a comparatively new one, which now ranks among the first ten industries of the United States, has an estimated annual volume of \$1,000,000,000, says C. C. Concannon, chief of the chemical division of the Department of Commerce, in *The United States Daily*. Exploitation, he says, of the personal hygiene element as an aid to beauty, the incorporation of cleanliness in cosmetology and the increasing consciousness of men regarding personal appearance, coupled with a successful selling appeal is accountable for the enormous expansions in the use of toiletries, perfumes, cosmetics, lotions, facial soaps, etc., as well as a rapid development in the field of beauty services.

"The beauty business is relatively a shock-proof industry," Mr. Concannon declared. Like other industries it is effected to some extent by the general worldwide business depression, particularly in the higher priced perfumes and cosmetics, but in general the demand for beauty aids remains as constant as the desire to look well. He further states that the approximate wholesale value of perfumes, cosmetics, and other toilet preparations during 1929, according to trade estimates, was \$250,000,000. It is believed that this figure can be conservatively increased 50 per cent to show the retail value of these products, which should bring the retail volume up to \$375,000,000. Personal services rendered by beauty shops are estimated to equal a similar amount. Add to this the equipment represented in services, purchases of electric appliances for beauty purposes, such as massagers, curling irons, driers, etc., and imported toiletries and the figure will be found to be close to the billion dollar mark.

The industry disposes annually of approximately 2,000 tons of rouge, 4,000 tons of face powder, 6,000 tons of bath salts, more than 25,000 tons of vanishing and other facial creams, 9,000 tons of complexion soap, 26,000 tons of skin lotion and more than 50,000 tons of cold cream; this in addition to various kinds of containers, compacts, powder puffs, etc.

Mr. Concannon thinks the industry is going ahead on a sound and scientific basis and its activities are receiving attention in many of our leading universities which provide facilities for the study and development of pharmaceutical and cosmetological products.

Credit Forum Meets in New York

The New York Chapter of the National Institute of Credit is holding the first credit forum meeting of the institute season, October 23, in the Oak Room of the Hotel Martinique, New York.

The meeting is being addressed by Frederick Williams, vice-president in charge of sales for the Cannon Mills, Inc., on "The Sales Executives' Viewpoint of the Credit Department." At this period of the year, when sales managers and credit men are trying to reduce their merchandise inventories, this subject should be of great importance. Credit men of the greater city, who care to avail themselves of the opportunity, are welcome to attend these meetings, others of which will be announced during the season.

Coty Men's Line—New Packages and Products

TURQUOIS blue decorated with fine white lines is the color combination of the new shaving cream tube and talc container of the Coty products for men. Besides the talc and shaving cream the line consists of an after-shaving lotion, a hair lotion and a hair dressing. These latter are in lalique glass bottles with non-leakable and non-tarnishable stoppers. The stoppers are patented by Coty, Inc., and are of such a nature that should the stopper itself be removed the contents of the bottle would not leak lest the bottle be shaken.

Although the designs for this new line were developed in the Paris laboratories, the work was carried on in collaboration with the New York branch that the artists and designers might devote their attention especially to the requirements of the United States market. With this in mind the idea of practicability as to shape and feel was emphasized. The talc can, as may be seen from the photograph, is man-size, flat and with a good substantial feel. Thus it may be easily packed and handled. Like the can the bottles also have that solid grip which is particularly appealing to a man.

After much thought and consideration under the direction and advice of B. E. Levy, chairman of the board of Coty, Inc., the merchandising plan for these preparations was developed this past summer and is now in active effect. The individual preparations

will be featured in drug stores while the products put up in sets of different combinations suitable for gifts will be distributed throughout department stores. The object of this plan is to have the individual packages in the stores where the men are more apt to make their purchases and the sets where women are likely to be looking for gifts for men.

The sets consist of three different combinations; the smallest composed of a tube of shaving cream, talc, and the after-shaving lotion, either mild or strong; the next size, shaving cream, after-shaving lotion, talc and hair dressing or hair lotion; and the de luxe set, shaving soap in platinum tone holder, talc, also in a platinum tone container, Eau de Coty—an astringent—in shaker top bottle and savon.

The package for these sets is an attractive navy blue container with a soft padding in the top to prevent breaking. The boxes containing the individual products are of the same blue shade as the tube of shaving cream and talc with the same decorative lines.

The appeal in launching this new Coty line will be upon the merits of the products and the emphasizing of its moderate price. National and trade papers will be used as the mediums of acquainting the public of the advantages of the different preparations and of giving them wide spread publicity.



Bulgarian Otto of Rose*

by Dr. Ernest S. Guenther¹, and
Robert Garnier, I.C.P.²

UNTIL twenty years ago, the distillation of otto of rose in Bulgaria was carried out almost exclusively in small, migratory, direct fire stills containing generally, according to region, between 120 to 150 liters. Distillation in these small stills is very primitive.

The stills are larger at the base and truncated in shape, with two handles on the outside so that they can be lifted up and emptied. The upper part is constricted, ending in a cylindrical opening fitted for attaching the round head of the still. The connection between the still and the round apex is made in a very crude way. From the apex a "gooseneck" descends which, narrowing, ends in a tin pipe. This tin pipe penetrates an ordinary wooden barrel filled with running water and acts as a crude condenser. The condenser pipe is attached to the "gooseneck" by means of a few strips of cloth and some clay. On the other side of the barrel, the condenser pipe ends directly above a glass bottle in which the distillation water is collected.

These stills, made of copper which is tin plated on the inner side, are installed on roughly constructed hearths of crude bricks and heated with wood fire. Such an installation is easily established and transported and is particularly suitable in a period when any farmer of better financial standing, with the help of the members of his family, can distill the flowers of his own harvest and even those which are brought to him by less fortunate neighbors who can not afford to acquire the rather simple equipment necessary for this form of distillation. The stills are placed, sometimes in batteries, near a brook beneath shadowy trees or in a court yard.

For twenty years the number of these small stills which we have just described has constantly diminished and at present it is almost an oddity for a traveler interested in such distillation to find a small distillation plant with its stills in operation.

For historical reasons and in order to complete our survey, it might be worth while to give a description of the way distillation has been carried out for centuries in these small stills and is still done at present to a very limited extent. It is also interesting due to the fact that distillation in these crude stills has become the base of operation for more modern stills:

Fifteen to twenty kilos of flowers are charged into the small still, according to the condition of the flowers,

and four to five times the weight of water is added. A quantity of water is distilled amounting to one and one-half times the weight of the flowers charged. Let

us call this first run "First Water." Contrary to the process in large stills, no oil is separated from these "First Waters." The "First Waters" of various stills are united and recharged into another still of the same shape as the others, in a proportion of 100 liters of "First Waters" to a still. The redistillation (cohobation) of these "First Waters" is carried out very slowly. The distillate is collected

first into an 8 liter bottle of large form and subsequently into another bottle of 4 liters, called "Surier," which has a thin and slender form without any angle so as to allow the small particles of oil emulsified in the water to rise to the surface without being retained along the walls. From one still, charged with a hundred liters of "First Waters," one bottle of eight liters and one "Surier" of four liters are collected, making a total of 12 liters of distillate.

Into the water remaining in the still at the end of this operation, fresh flowers are charged and distillation is carried out as if the still contained only flowers and ordinary water, as described in the beginning.

The distillate collected in the eight liter bottle and in the "Surier" (12 liters, as mentioned above), constitute the so-called "Second Waters." These "Second Waters" are kept standing in the bottle and in the "Surier" for several hours so as to permit the oil to collect on the surface of the containers and to decant it as completely as possible. This removal of the oil is done by means of a special kind of conical shaped spoon. It looks like the old fashioned candle extinguishers which are used in churches; but is used upside down. The lower point of this cone is perforated with a small hole. The water flows out through this small hole, and when nothing but oil remains in this conical spoon, its contents are placed into a glass container.

After the oil floating on top has been removed, these "Second Waters" together with the "First Waters," as obtained from another operation are given into a still and redistilled as described above, i.e., after removing the oil these "Second Waters" are treated just as if they were the "First Waters" with which they have been mixed.

The oil separated from the distillate of the united "First and Second Waters" constitutes the so-called "Farmer Rose Oil."

According to conditions, 2,500 to 3,200 kilos of flowers



DR. E. S. GUENTHER



ROBERT GARNIER

* Continued from our September Issue.

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are required for distillation of one kilo of "Farmer Rose Oil." Such a yield is considerably higher than the yield as obtained in modern stills. This seemingly paradoxical fact will be explained later.

An important feature of the "Farmer Distillation" in small stills consists in the fact that some of the farmer distillers re-employ the residuary waters remaining in a still after a distillation of a new flower charge. In such a case, the distiller, after distillation of the flowers is finished, would remove the still from the brick oven and pour the hot content of the still over a sieve into another empty still. The distilled and exhausted flowers remain on the strainer, whereas the dark colored, hot residuary waters are used for a new flower distillation operation. The quantity of water lost by evaporation during the preceding distillation operation is made up by addition of some fresh water.

This method of operation gives the farmer the advantage of beginning a new distillation with an already hot still content, thus saving him fuel and time. Furthermore, and more important, by the progressing concentration of extractive matter in the residuary water its boiling point is raised. When used for distillation of a new flower charge, the higher boiling point of the residuary waters causes constituents to be distilled over which otherwise, at normal boiling temperature, could not be carried over with the steam. Yield of oil is thus increased.

If during "Farmer Distillation" all the residuary waters of all operations would be used again and again for redistillation, the whole distillation operation would be one closed circle, i.e., nothing, neither watery distillate nor residue would be thrown away and there would be no possibility of any constituent of rose oil getting "lost." This is important especially for phenyl-ethyl-alcohol, as we shall see later. Perhaps it is also one of the reasons why "Farmer Distillation" in small stills gives higher yields than distillation in modern stills where residuary waters, after distillation of a fresh flower charge, are thrown away.

In reality, however, even in the case of "Farmer Distillation" in small stills it is hardly possible to re-employ the same residuary water all the time for distillation of new flower charges. After a few operations the residuary waters take up a decidedly disagreeable sharp odor, originating from decomposition, and have to be discharged completely. In fact, many of the farmer distillers are strongly opposed to using any residuary waters at all for new flowers distillation operation. They claim that the otto of rose manufactured in such a way is distinctly inferior in odor quality and therefore they use only fresh water for distillation of rose flowers.

To avoid misunderstanding, we repeat that by "Residuary Water" we mean the watery residue remaining in the still after distillation of a new flower charge. The "Residuary Waters" remaining in the still after redistillation (cohobation) of "First and Second Waters," i.e., without a flower charge in the still, are always used again for distillation of a new flower charge, as we have described previously.

Industrial Direct Fire Distillation

The old fashioned small "farmer" stills have been replaced little by little by apparatus of larger capacity,

varying between 1,000 and 2,000 liters, heated also by direct fire below the stills. Some factories have adopted types of considerably larger capacity or stills heated by steam, but in general Bulgarian distillation plants at the present time are equipped with direct fire stills, requiring an installation less complicated than steam stills and enabling the distiller to do away with the steam boiler, accessory steam and water pipes, the use of which would necessitate the employment of skilled mechanics and would force them to treat their apparatus with a care to which they are not accustomed.

The dimensions of the stills most commonly used at present are 1,200 to 1,500 liters, with a corresponding charge of flowers per operation of between 150 to 300 kilos. The quantity of flowers to be charged in an apparatus is, in fact, far from regular. It depends primarily upon the condition of the flowers and also, to a great extent, upon their abundance and supply and upon the time the distiller has available for carrying out distillation. During the height of the harvest he is rushed by the ample supply of incoming flowers and he has to work them up quickly in order to avoid fermentation. Generally, the stills are filled with flowers up to a mark about 10 inches below the head of the still, and at the same time, or a little later, the quantity of water necessary for covering the flowers is added. This method corresponds in practice to a proportion of three to four liters of water per kilo of flowers. It must, however, be considered that in cases where the flowers are fresh and, in consequence, very voluminous, only a much smaller quantity of flowers can be charged into the apparatus than in case where the flower material has previously been stored for several hours. In this connection, it might be mentioned that flowers distilled in their fresh state render an oil of much finer perfume, but on the other hand, it almost seems that the oil in the latter case is less strong than the oil distilled from flowers which have aged a little.

The Course of Distillation in Direct Fire Stills

Let us take as an example direct fire stills containing 1,800 liters such as we used in our work. These stills are cylindrical in shape and are completely surrounded by bricks, which provides for better retention of the heat and the even distribution of the heat over the inside of the apparatus. On the upper part of the still is a manhole, allowing for the direct charging of the flowers which are brought to the still in sacks. On the lower part, a few inches above the bottom of the still, there is a perforated plate which permits the isolation of the flowers from the bottom of the apparatus. This "false bottom" prevents the direct contact of the flowers with those parts of the still which are exposed to the open fire. On the bottom of the still and even with the "false bottom" which we have just described, there is a discharging plug, to be opened by a system of levers and permitting the rapid discharge of the entire contents of the still after the operation is finished. The exhausted flower material and the residuary water are discharged together, and then a few bucketfuls of water are thrown in, in order to clean out the apparatus, after which the still is again ready and can be recharged for another distillation. The

whole discharging and cleaning does not require more than five minutes.

Distillation of the Flower Material

After the still has been properly charged through the manhole on top of the apparatus with 250 to 300 kilos of flowers in such a way as to fill the still with flower material up to 10 inches below the head of the still, 1,200 liters of water are pumped in. For distillation of roses it is necessary to cover the whole flower material with water. After charging flowers and water into the still, its content must be stirred sufficiently. During distillation the flowers must float freely in the boiling water. Complete recovery of the oil can be achieved only in this way. If we should try to distill a charge of roses with live steam, without addition of sufficient water, the steam would form channels through the conglomerating flower mass and escape through them without attacking every flower leaf. Yield of rose oil, as experiments show, in such a case is very inferior.

Immediately after, or while the still is being charged, we can begin to heat. It takes about one hour and a half before proper distillation begins and one hour and a half for distillation, making a total of three hours for one operation, during which 250 to 300 kilos of flowers are treated.

At the beginning of the distillation, great care must be exercised in order to "candle" the fire very carefully so as to avoid too sudden starting of the proper dis-

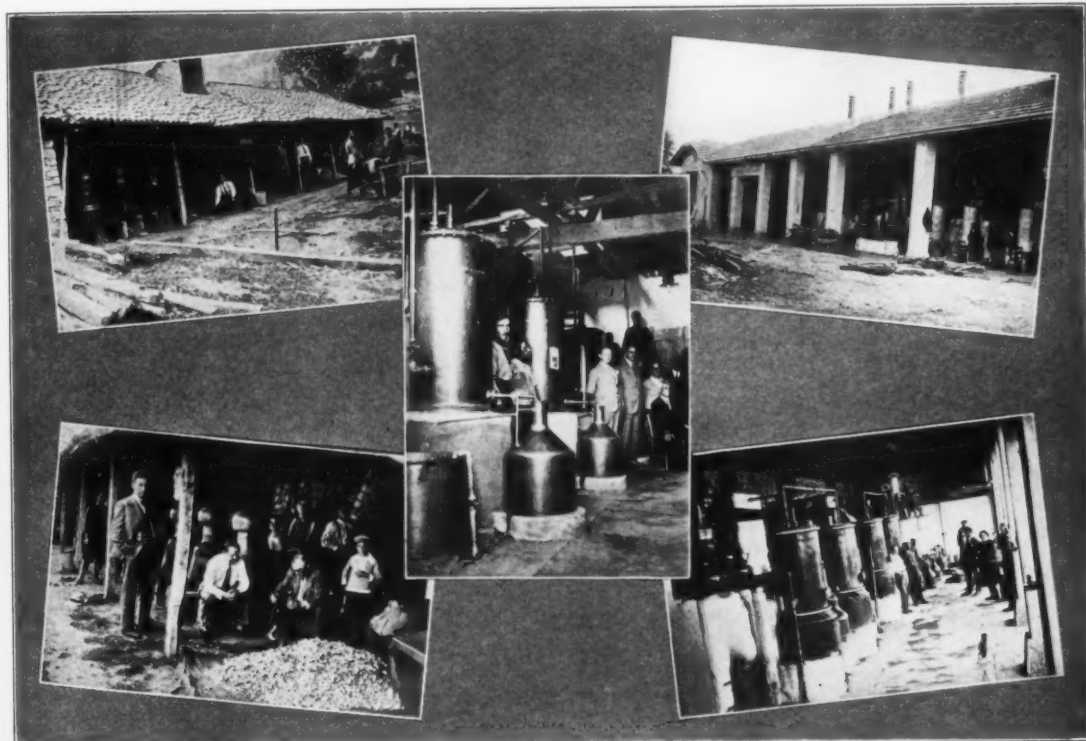
tillation. The air pressed out of the still at the beginning of the distillation should have time to escape slowly, because otherwise it would carry along in suspension an important part of the most delicate and volatile constituents of otto of rose. This is one of the most critical points in the course of distillation and requires attentive supervision on the part of the distiller conducting the operation. Every distiller has his own ways of working in this respect. Steam distillation has an undeniable advantage here over direct fire distillation, because it can be regulated with more facility and precision than open fire distillation.

During this distillation of the flower charge, the condenser must be kept at a temperature which allows the distillate to run constantly between 35-40° C. This is necessary because otherwise the oil containing much stearopten would already solidify in the too cool condenser and no oil would appear in the Florentine flask.

Distillation is completed after about 140 liters of water for 250 kilos of flowers charged are distilled over. The apparatus is then emptied through the bottom and the exhausted flowers and the residuary waters are discarded.

A layer of oil, green in color, and with a pungent odor, called "Surovo Maslo" or "Direct Oil" separates in the Florentine flask. It is removed with the help of a pipette or some other appropriate instrument and then placed in a glass bottle.

The approximately 140 liters of distillation water



VIEWS OF ROSE DISTILLATION AND EXTRACTION IN BULGARIA

thus obtained and called "First Waters" are pumped into a reservoir where they are stored with other "First Waters" originating from other operations until a sufficient quantity allows for redistillation (cohobation).

Redistillation of the "First Waters"

The yield of "Direct Oil" obtained in our first distillation is very small because the greater part of the oil of rose is dissolved in the distillation water which we called "First Waters." These "First Waters" have to be redistilled for this reason.

Twelve hundred liters of "First Waters" are charged into a still with a capacity of 1,800 liters, and of this quantity of "First Waters," 140 liters are distilled off. This second distillation lasts altogether about two and a half hours; one and a half hours until distillation begins, and one hour for distillation. This redistillation of the "First Waters" has to be conducted slowly and with great care. The distillate in this case must always run cold.

The oil which is collected from the redistillation of the "First Waters" is called "Prevarka" or "Water Oil." The quantity of oil separating in the Florentine flask after first and second distillation is always varying and it is impossible to obtain regularly similar quantities, even after operating under conditions which strictly seem to be the same. In a general way, it can be estimated that the quantity of "Direct Oil" collected is about one-quarter, while the other three-quarters constitute the so-called "Water Oil" as obtained from the redistillation of the "First Waters."

"Direct Oil" and "Water Oil" are united and constitute the otto of rose. The crude otto of rose is then exposed in glass bottles for a number of days to the action of direct sun rays. The sunlight causes the impurities and colloidal material floating in the oil, to precipitate. The oil is then carefully decanted and stored in the well known tinned copper containers.

The 140 liters of watery distillate which we obtained from the redistillation of the "First Waters" are called "Second Waters." After the "Water Oil" has been separated and removed, as just described above, these "Second Waters" are put into a tank and redistilled with a quantity of "First Waters."

As to the residuary waters of the redistillation of the "First Waters," they are kept in the still and a new flower quantity is charged into them. This forms the beginning of a new operation of flower distillation.

Steam Distillation

For this distillation, as a rule, double bottom stills are employed. Certain distillers are using steam stills similar in capacity to the direct fire stills, which means 1,200 to 1,500 liters. However, since steam stills during the distillation operation are regulated more easily, we believe that it is advantageous to employ apparatus of larger capacity. In fact, satisfactory results are obtained with stills containing 3,000 liters.

These stills are generally provided with a double heating system, one consisting of a steam jacket or steam coil and the other of a perforated direct steam coil. The employment of such a perforated steam coil allows for the quicker heating of the water up to the boiling point and also for the replacement of a part of the evaporated water during the course of the distilla-

tion. The process of operation is exactly the same as in the case of direct fire stills, with the exception that the quantity of flowers charged is different on account of the usually larger capacity of the steam stills. Also in the case of steam distillation the flower material in the stills has to be covered with water.

The proportions of water to be distilled off as compared with the weight of flowers charged and also the proportions of "Second Waters" to be distilled off as compared with the weight of "First Waters" charged are the same as in the case of direct fire distillation.

We should like to mention that the proportions just indicated are not to be considered necessarily exact since they vary according to modifications of the manufacturers. Some distillers prefer to add a few sacks of flowers into the "First Waters" before they are redistilled. It is very evident that each distiller has his own method and his particular way of operating, but these differences are of little importance as to yield, bringing about only slight variations in the odor character of the oil.

Yield of Otto of Rose

The yield of oil obtained from the flowers is ever varying. It is quite impossible to set up definite rules as to the causes of these variations. There are, however, two or three points which according to experience can be brought out as important factors:

1. The yield of oil is generally lower during the first days of the harvest.

2. The yield is generally better when the heat is not too intense and when the harvest lasts longer.

3. During certain days of intense heat, when there are no thunder storms for three or four days, the yield falls in astonishing proportions. 7,000 to 8,000 kilos of flowers are then required for distillation of one kilo of oil of rose, whereas on particularly favorable occasions only 2,800 and sometimes only 2,600 kilos are required for one kilo of oil. These, however, for one reason or another, are extreme cases and absolutely exceptional. In practice, one can count on an average yield of one kilo of oil for 4,000 kilos of flowers. We speak here of absolutely first quality oil where the distillation was not forced in order to favor the yield by sacrificing strength and fineness of the oil.

(To Be Continued)

Borax in Cold Cream

W. L. Scoville (*Jour. Am. Phar. Ass'n.* XIX, 8) reports that all formulas for cold cream call for borax and inquires what the function of the borax is. He advances that soap is formed by the action of the borax on free cerotic acid of beeswax, that it reduces the surface tension of the water. He asserts that borax being alkaline and forming insoluble salts with metallic elements prevents the use of cold cream as a base for many medicaments and thereby restricts the use of the finished product. The paper is presented in the hope that it will arouse the interest of some research worker in the subject.

A Boomerang

About the only things we get out of hatred are a few deep and disagreeable lines in our faces.—*The Silent Partner.*

The "Bad News" About Substitution

*Retailers Are Seeking to Increase Profit Margins
Through Substitution of Unadvertised Goods*

by Leroy Fairman

THERE is today going on a widespread and apparently concerted effort in retail circles to substitute private label and unadvertised goods for advertised. This retrograde movement is especially active in the retail drug trade. If something isn't done to stem this rising tide of substitution, a good many manufacturers in the toiletry and other lines of advertised goods sold through drug stores are going to find an alarming drop in their sales—even in the face of a resumption of normal conditions in the general business of the country.

Until October of last year the substitution problem had, for a number of years, seemed to be fading into the background. The retailer was busy and prosperous. His store was thronged with customers who knew exactly what they wanted and had the money to pay for it. The buyer named the brand he desired, and the retailer or his clerk was glad to wrap it up quickly, take the money and turn to the next customer. Except for the occasional demonstrator, open or hidden, and the insidious PM, the public received what it asked for, and complaints of substitution continuously lessened in volume.

Those days, temporarily at least, are over. For the past few months the retailer and his clerks have had plenty of time on their hands. Customers are fewer and spend much less money. Faced with this problem of a constantly lessening volume, the retailer has naturally cast about for some means of making his sales show a larger profit margin. One way to do this is to substitute goods which, for one reason or another, offer a higher profit percentage than the advertised brands which the consumer usually buys, and which the dealer has hitherto been glad to supply.

It would seem, from present indications, that this substitution scheme had occurred simultaneously to large numbers of retailers, together with the identical technique with which it is at present being put into effect. Either that, or substitution missionaries have been busy everywhere, spreading the evil gospel of substitution, and teaching the most successful manner of practicing it. For the *modus operandi* seems to be identical—at least in the drug trade.

This is the way it works:

The customer comes up to the counter and says, according to his usual habit, "Give me a bottle of Blank's shampoo."

The druggist, instead of reaching for the article asked for, looks the customer

in the eye for a moment, and then inquires, "Are you willing to pay for the advertising?"

Thrown off his mental balance by this unexpected question, the customer stammers out, "Why—why—what do you mean?"

"Just this," replies the druggist smoothly; "you see Blank's advertising everywhere; in expensive magazines where even a quarter of a page costs thousands of dollars; in all the newspapers, and in the street cars. These people spend millions, every year, and the public pays the bill. The cost of advertising is included in the retail price; it probably costs them fifteen cents, in advertising, for every bottle they sell. If you buy it,

you pay that extra fifteen cents.

"Now here is an article—Dash's Shampoo—that we're selling a whale of a lot of. Our customers like it much better than Blank's. We recommend it and guarantee it; if you don't like it you come right back here and we'll return your money. It's quality is equal to the finest made—and because it isn't advertised you get two ounces more for the same money."

"Oh, all right," says the customer good naturedly; "you ought to know what's the best buy for the money. Wrap it up."

In cases where the goods are almost staple in their general characteristics, more for the money is the substitutor's bait; where characteristics differ considerably, equal or higher quality for the same money is the in-



ducement. In the case of some toiletries of established price, a window display of the goods is ticketed at an unusually low figure to bring in customers, but, on inquiry for the goods, they find that the goods shown in the window are all of an unseasonable shade, and that the store is "all out" of other shades of that brand—but eager to recommend highly something "almost the same" and "much more popular with our smart particular trade." Here again, the substitutor makes a sale of some product which affords a higher profit. As a general thing, though, the substitution so prevalent today is made upon the anti-advertising argument. And it works—probably nine times out of ten.

The Retailer's Advice

It has always been true that the retailer of standing and good repute could substitute whatever and whenever he chose. Particularly is this the case in the drug trade, where the retailer occupies a semi-professional position with his trade. His customers often seek his advice, and accept it readily when it is proffered. Accustomed to listening with respect to his suggestions as to the best remedy for a cough or a pain under the belt, they give equal weight to his judgment as to toiletries. They feel that they know him, while they don't know anything about the man who makes the face powder. Of the two, they will naturally believe the druggist. And if they don't like what he recommends, they know that he will make good. Anyway, he's a good fellow; he hasn't pressed the matter of that unpaid September bill, and if he says that the article he recommends is a better value because it isn't loaded to the guards with advertising expense he probably knows what he's talking about.

This anti-advertising propaganda—for that is what it amounts to—is naturally very effective. The great masses of people, knowing how tremendously expensive advertising is, and seeing the vast amount of it used by the manufacturers of familiar commodities, are inclined to believe that they pay the bill. As the cost of advertising must, in some way or another, be included in the retail price, it seems only logical that the retail price must be increased by the amount of advertising required to sell the merchandise. Unless the consumer has come into contact with some source of correct information, and has been shown that the price of an article may include the cost of the advertising required to sell it and still be lower than would be the price of a similar unadvertised article, his mind is fruitful ground for the kind of misinformation which the retailers are now handing him.

Thus does the retail druggist today bite the hand that has fed him. Advertised proprietaries, advertised toilet goods and other advertised products have long constituted the bulk of his trade. His business has been transformed, by national advertisers, from the dingy little shop of the past into what it is today. For advertising has brought into his store the throngs which make his many lines of sundries profitable. And it hasn't been his advertising. It hasn't cost him anything.

The druggist hasn't the excuse of ignorance. He realizes fully the fallacy, the absurdity, of his anti-advertising propaganda. He realizes well enough that many leading toilet products could not be duplicated,

on a small scale, at the price, and that the great volume created by advertising makes possible the low figure at which such outstanding qualities are offered. He knows, too, that it is the force of advertising that has built up the great business in toilet products, which the drug trade now enjoys, and that without advertising his business in cosmetics and perfumeries would be only a fraction of what it is today.

But these are hard times; and as stated above, the druggist is confronted by conditions which seem to make a larger margin of profit essential. Unadvertised lines, of no set and settled monetary value, seem to offer a way out.

It would seem, at first blush, that this is one of the ill winds that must blow somebody good—and that the somebody is the maker of the unadvertised product. That is unlikely to be permanently true. The retailer has no love for the manufacturer of the products he is now pushing to the front. It is merely a question of price. When he, the retailer, runs across something else so priced that he can make a still larger profit on it, he will promptly ditch the goods he is now recommending to his trade. Thus we will have, sooner or later, a condition in which everything is sold on a price basis, and quality will be lost sight of. We shall then have reverted to the bad old days, the devil-take-the-hindmost, *caveat emptor* days, when immediate profit was the only consideration and cheapness the only sales argument. Will this be a good thing, think you, for the maker of the unadvertised product of good quality who may be now enjoying an unexpected slice of prosperity? And what will it do to the industry as a whole? Will it not tend to break down public confidence in all worthy products, and encourage the production and exploitation of the veriest trash?

Drug Trade Not Alone

It should not be assumed that the drug trade is the only one that has entered upon this new crusade for the private label and the unadvertised commodities. Other lines are equally affected—the retail grocery business in particular. In an article printed in *Sales Management* Willoughby M. McCormick, president of McCormick & Co., Baltimore, says:

"Private labels are an old story. However, they are now back with us on a new cycle, perhaps the most extensive and costly return engagement they have ever played. Before the tide turns, millions of dollars will be lost by manufacturers, wholesale distributors, chain stores, independent retailers and the public, because of a futile attempt to make an uneconomic expedient successful. It appears that we learn our merchandising lessons slowly and at great cost, and only by repeating mistakes again and again."

As Mr. McCormick's firm was formerly engaged in the making of private label goods on a very large scale, he knows what he is talking about when he adds that such goods cannot be produced, quality for quality, as economically as the goods they now produce under their own trade marks.

Whatever may be the quality of the toilet goods now being substituted for established advertised brands, it is a fact that they are being sold strictly on a price basis, and that this policy will in the long run not only

(Continued on Page 524)

Fashion in the Beauty Industries*

by Paul H. Nystrom

Professor of Marketing, School of Business

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THE interest in personal beauty is world-wide and the industries that cater to this interest are both the oldest and the newest in the world. Every

branch of the human family, all colors, all races, and all nationalities of all times have employed and do now employ the arts of personal beautification. There is not a record of a single group so ancient or so primitive as not to have developed the use of some personal ornament or cosmetic aid.

You have all, no doubt, visited the museums in this city or elsewhere and seen the exhibits of the culture of ancient and primitive races. These exhibits are made up almost entirely of three classes of objects, first, those used in warfare; second, those used in getting a living; and, third, those used for purposes of enhancing personal beauty. Of the three, in many instances, there is greater ingenuity and more variety in the objects of the third class than in either of the other two.

These ancient and primitive relics show the care and intense interest of these peoples in means of personal beautification. They include ornaments of all kinds, jewelry, ointment jars or jugs, paint pots, perfume flasks, and so forth. Every illustration or pictorial representation of every race in the world, whether ancient or modern, on examination shows specific efforts at personal beautification by such means as painting, powdering, tattooing, and other decoration of the skin, as well as ornamentation of the nails, manipulation of eyebrows, arrangement of the hair, and the use of jewelry and other forms of ornament.

Such personal ornamentation has at various times and places served as distinction of class, as a mark of prowess or ability, or as a badge of office. In many countries the development of the arts of personal decoration, as well as the preparation of the products used, such as perfumes, paints, powders, and ointments were duties performed by the priesthood. Many references in the Bible indicate a wide use of incense, spices, modes of hair dressing, ointments and ornaments which might well be called religious cosmetics. Jehovah, it was believed, desired their use.

There are also many other Biblical references to the use of perfumes, ointments and incense as well as jewelry and other forms of decoration in highly effective ways for non-religious purposes. The relation of the arts of cosmetics to personal attractiveness were well understood and widely practiced.

What was true of the use of means for improvement of personal beauty was equally true of other races

and nations. There is no characteristic more common to the entire human family than the general desire to achieve greater personal beautification.



Even the word, "cosmetic," itself, is of ancient Greek origin meaning to arrange, to adorn. This, indeed, is the scope and purpose of present day cosmetics, broadly considered, to arrange, to decorate, to adorn, to beautify. In a real sense, the arts of cosmetics include not only the use of proper creams, powders, pigments, dressings, manipulations and so on but also perfumes, jewelry and every accessory whose purpose is personal adornment or beautification.

The jewelers, the perfumers, the barbers, the florists, the doctors of plastic surgery, the opticians and oculists who fit their customers with becoming glasses, dentists and even so-called dress accessory concerns and departments are in the same profession. They should work with you for their problems and yours are common. To succeed, there must be close correspondence of your efforts with theirs.

There has been an interesting development during recent years in this field. During all past ages, the application of the arts of personal beautification were largely an individual matter. Each man or woman attended to his own makeup. To be sure, wealthy families have always used servants for this purpose, but not until recent years has there been a specially trained group of people directly serving the masses of the people in matters of personal beautification. With the exception of some slight use of cosmetics in barber shops, these were all applied by their users in the privacy of their own homes. Therefore, we may say that the beauty industries, as they exist today, are the newest development in the commercial world.

The rise of the beauty shop or beauty parlor is as logical a development as the rise of the furniture shop, the ready-made clothing shop, the bakery or the laundry. Formerly all of these goods were made at home or by individual cabinet makers. Each in turn became a factory industry with distributive outlets. Even amusements have been commercialized and put on a business basis. The beauty industries are the most recent, the newest of the industries to be placed on a wide business basis rather than the individual basis formerly occupied.

Despite their newness, however, the beauty industries have come to be a form of the major branches of present-day business, not only in point of numbers of people employed but also in volume of business transacted.

The first point to which your attention is directed is that while people express their tastes as individuals,

*Address delivered before the American Beauty Congress at the Hotel Pennsylvania, New York City, Sept. 29, 1930.

there is a well marked tendency toward similarity in most tastes. Large numbers of people like the same things, whether it be a type or style of hat, a type of jewelry or a particular shade of skin coloring. That is why so many people go in for the same types of hair bobs, suntan complexions, certain odors of perfume, and certain shades of hair dyes. That simple fact makes mass production and mass selling possible.

If everybody wanted something really different, modern factories and modern retail shops would be impossible and advertising a pure waste of money.

The consumer demand for the products of the beauty industries are full of illustrations of these principles. There can scarcely be a single beauty shop, and there certainly is not a single toilet goods department in a drug or department store which has not bought and stocked goods enjoying a good demand only to find a little later on that the demand has changed to something else and the goods on hand unsalable.

Some critics of business complain of the similarity of advertising copy today. In answer it is probable that those advertisers who follow certain standards known to be in keeping with current consumer taste may be wiser than their critics, for a too great deviation from these standards might only result in queer effects and quite certainly in lessened productive efficiency. There is indeed a good business lesson in this point, namely, that the advertising message is most likely to get over to its prospects when set up in the form which best suits those prospects, whether that form be much the same as found in other advertisements or not. There is safety in following what is widely accepted and definitely known to be in good taste.

These changes in consumer taste are designated by the terms, style and fashion. The common use of these two terms is so confused, however, that it is hard to tell in ordinary conversation whether they mean one and the same thing or are really two different things. For practical business purposes it is absolutely necessary to distinguish carefully between them.

At any given time, as already stated, there may be, and there usually are, in almost any line of consumers' goods, hundreds of designs available for consumer choice and use. Of these, only a few are actually accepted by the masses of consumers. Some term or name is needed to designate the multitude of designs, old and new, out of which consumers make their choice. Another term is needed to designate those designs that are actually accepted and put to use by the public. The word, *style*, properly fits the first and *fashion* the second of these two groupings.

In definition, therefore, a style is any distinctive design, creation, invention or mode of expression within the field of any art. A fashion is a style that is accepted by the public.

It will be seen from this definition that styles may be good or bad, ugly or beautiful, popular or unpopular. Styles may be either old or new. Whether adopted by the public or not, a style is a perfectly definite, objective thing. A style does not change. Popular tastes for styles change, but not the styles themselves. Designers and artists often speak of modifying old styles. In doing so they really create new

styles, using old elements. A style may pass out of popularity. It may even be forgotten, but it still exists.

As business people, we are obviously interested in what consumers want now. Factories and shop managers want to know what will be wanted this coming season, therefore business is interested in fashions rather than styles. It is the fashions which produce the demand for merchandise and services. Business exists to make and to sell what people want and that means to make and sell what is in fashion.

It is clear then that nothing could be more fundamental to business than a proper appreciation and understanding of fashion and the way fashion operates. The study of fashion is still in its infancy. We appreciate its importance but we have only begun to learn something of the main principles under which it operates. It is certain that much progress will be made during the next ten years not only in learning the nature of fashion but also how to adjust business to its trends.

To date we have learned that fashion has its causes just the same as every other phenomenon of nature or society. We also know something about how fashions work. Fashions are much more regular in their rise, spread and decline than was formerly believed to be the case and this regularity of movement suggests the practical possibility of forecasting and of planning business operations to go with, rather than counter to fashions.

The business interest in fashion movements may perhaps be briefly expressed in three questions:

- 1—What are the current fashions?
- 2—What are the trends of these fashions?
- 3—What will the next fashions be?

Happily the study of fashion has gone far enough so that some suggestions can be made in answer to each of these three questions. It is possible to determine exactly what the present fashions are. The method is very simple. All that is necessary is to go out among the classes of people in whom you are interested and actually count the number following any given fashion and determine the ratio of this number to the total group. There need be no guesswork as to what the current fashions really are. The answer can readily be obtained by the simple process of counting.

The trends of present fashions may likewise be determined by the simple statistical method of making successive periodical counts of fashions actually in use, plotting these by percentages or other convenient indices in graphic form and noting the directions of the curves resulting. Such graphic representation showing current trends, constitutes the basis for the most elementary form of fashion forecasting.

A graph representing a continuously rising percentage of men wearing stick pins would, if actually found by observation, be an indication of a continuation of the fashion for some time, if indeed there might not be a still further rise in the use of this article.

Merchandising in goods subject to fashion means, first, to determine what is fashion and what is likely to be in fashion and then second, provide the goods of the right kinds to go with the fashions. The profit in fashion merchandising comes from having the goods and services for sale when they are in fashion.

The Sources of Aromatic Odors

*Continuation of Article on the Complex Range
of Odors of Aromatic Materials*

by Dr. Fred. Winter, Vienna

THE waxy matter that accompanies the odorous principle of the flowers of certain species (orange flower, jasmin, etc.) without doubt plays a decisive part in certain details of the floral aroma and, according to general opinion, the commercial concretes reproduce the odor of the flower much more faithfully than the corresponding absolutes.

It would seem therefore that in the alcoholic solutions prepared from the concretes, certain resino-waxy combinations with certain constituents of the floral aroma are soluble and remain dissolved there after refrigeration, thus giving a special note to the complex floral aroma that is wanting, to a certain degree, in the corresponding absolutes.

It is difficult to explain this phenomenon, since the absolute is isolated starting with an alcoholic extract from the corresponding concrete, and the only explanation that can plausibly be given would be that at the time of the separation of the absolute (salting out) these resino-waxy combinations, which we shall call *primary*, do not precipitate and remain dissolved in the alcoholic vehicle, and thus are found again in the residues of absolutes. As a matter of fact when the residues of absolutes are subjected to a hot alcoholic washing quite an intense infusion of odor is obtained. On the other hand the residues of absolutes and also the residues of the washing of concretes and of pomades tenaciously retain particles of aroma from which they could not be freed by even repeated extraction. This phenomenon is doubtless due to the presence of other resino-waxy combinations with certain constituents of the floral aroma proper, insoluble in alcohol, and the volatile hydrocarbons which we shall call *secondary*.

Therefore these secondary combinations could not be used by means of alcoholic extraction, but only when recourse is had to the use of flower concretes in their native state, as is the case in the preparation of pomades, soaps, creams, etc. Moreover, the difference in odor that manifests itself in the use of the concrete in an alcoholic vehicle and in a different vehicle (soap, cream, ointment, etc.) has often been noted, permitting of the use of the native concrete just as it is.

Furthermore the residual matter is used advantageously in the manufacture of toilet soap, etc., to give a very tenacious perfumed background.

Superior Fatty Acids

Certain naturally solid essential oils contain quite high percentages of fatty acids. Thus oil of orris contains about 85 per cent myristic acid and oil of ambrette seed very high percentages of palmitic acid.

These fatty acids may impart, particularly to old essences, an odor of rancidity, but nevertheless it seems that their presence exercises, from a certain point of

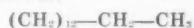
view, a characteristic and favorable influence upon the tonality of the complex odor or aroma of the essence. In the case of myristic acid we are inclined to believe that a part of this acid allies itself to the aroma proper in the form of esters (myristates), which have since been recognized as very useful, particularly in the reproduction of orris and violet notes. What is certain is that in orris absolute certain details of the aroma of the native concrete are lacking.

With regard to the palmitic acid naturally contained in oil of ambrette seed, a very recent discovery seems to cast a ray of light upon a possible collaboration of this fatty acid with the musk odor characteristic of ambrette seed.

We wish to mention the synthesis of muscone (Ruzicka), it among others having established a surprising resemblance between the constitution of muscone and that of palmitic acid, to wit:



MUSCONE



PALMITIC ACID

To conclude this chapter, let us cite further in brief the fact that the orris concrete (essential oil), obtained by steam distillation, does not so faithfully reproduce the aroma of orris root as do the products obtained by extraction by hydrocarbons, since the native aroma still contains certain resinoid materials, which are undoubtedly important in the integral reproduction of the aroma of the root, these resinoid materials remaining at the bottom of the still. These orris residues serve as a cheap raw material in the preparation of certain perfumes for soaps, etc.

Terpenes and Sesquiterpenes

The part played by the terpenic materials in odorous oils is particularly that of contrasts and also, to some extent, that of a protective material for the delicate parts of the aroma.

We were formerly utterly ignorant of the usefulness of terpenes and their great influence on the characteristics of a complex aroma, and have often tended to degrade them to the character of mere parasites and useless, or noxious elements.

This fundamental error has since been rectified and thus, unwittingly, there has been supplied by the preparation of the terpeneless oils, absolute proof of the great utility of the terpenic matter, since a terpeneless oil shows a characteristic dullness of odor that restricts its use to confectionery and liquor distilling, since the



elimination of the terpenes gives the oil a stronger and purer flavor, while at the same time increasing its solubility in alcohol at low temperature. However, terpeneless oils are deprived of that pungent note of the odor which depends upon the presence of the terpenic matter by way of contrast and of auxiliary substances to produce the strong odor and the pungent note characteristic of the complex aroma.

Furthermore the isolated terpenes and sesquiterpenes are not, as one might be led to believe, materials without odor or with a disagreeable odor. On the contrary, they are endowed with quite a strong odor reminiscent of that of the mother oil. Thus it is that use is made of the isolated terpenes, on more or less ethical grounds, to lengthen certain oils and odorous compositions and particularly to perfume soaps.

The terpenic materials are undeniably important constituents of a great number of essential oils, playing therein a very definite and useful rôle in the tonality of the odorous scale of the species. In a large number of cases their percentage in the essential oils is very high, for example, lemon oil contains about 90 per cent, orange oil about 97 per cent of terpenic matter.

As we have already mentioned, their rôle is not confined to that of useful contrasts, but extends beyond to that of protective matter for certain particularly delicate aromatic principles. Thus it is, for example, that isolated citral, although it does not resist the action of alkalis, becomes perfectly stable also in an alkaline medium, in the form of lemon oil, when this characteristic constituent of the lemon oil is enveloped and protected by the terpenes.

The close relationship of the terpenes and sesquiterpenes with the odorous matter proper and their capacity as mother products of numerous particularly important odorous materials (for example terpenic alcohols such as geraniol, linalool, terpineol, etc.) already assigns to them an important place in the series of auxiliary odorous materials, while furthermore we may also assume that their presence in quite a number of natural odorous oils is not confined to the rôle of mere aids by way of contrast, of protecting matter, etc., but extends far beyond through an intimate connection with certain well-known odorous materials, in the form of chemical combinations of a special character.

Characteristic of Odorous Balsams and Resins

These common odorous drugs are in most instances pathologic products, that is to say, obtained by gashes made in the tree, in order to produce the discharge and resinification of the balsam-bearing sap. In other rarer cases the products are obtained by voluntary discharge.

The odorous resins are formed by oxidation of the sap, containing essential oils (resinification).

The theory of the formation of the resins by oxidation (resinification) of essential oils rich in terpenic matter, given out by Tschirch, is confirmed by the fact that we may obtain resins from terpenes when they are resinified by appropriate treatment. Tschirch considers resins to be completely resinified essential oils, that are still able to contain essential oil, and balsams to be solutions of resins in the essential oil (partially resinified essential oils). This theory is very well confirmed by the example of turpentine and of Burgundy pitch, containing further oil of turpentine. Also certain chemical constituents of the essential oil of the sap, etc.

may perhaps be converted into resinoid matter. Thus benzoic aldehyde (the presence of which in certain odorous resins, etc. is to be presumed although not yet verified) gives, by a special process of oxidation, an artificial resin closely approaching benzoin (synthetic benzoin). Recourse is had, furthermore, to the polymerization of certain aldehydes or ketones in order to bring about the resinification of these chemical bodies and their conversion into synthetic resins for industrial use, which should also be mentioned.

From a chemical point of view these natural odorous resins are mixtures of resinoid materials, in the form of ethers of resinous alcohols (resinols), with benzoic or cinnamic acids, and of esters of these acids. From this point of view, odorous resins are particularly important since they give evidence of the fact that there is an effective combination between resinoid matter and certain constituents of the aroma, and therefore disclose the important rôle which rests upon such combinations in tonality of aroma of odorous material.

The major part of the acids contained in these drugs is found there in the form of esters, but the odorous balsams and resins often contain quite a large quantity of corresponding free acid, and since the content in free acids is very variable it may be assumed that their presence is due to a partial decomposition of the corresponding esters.

Some of these balsamic drugs also contain vanillin, the presence of which is probably due to the conversion of the coniferin contained in the balsam-bearing sap. Let us point out that coniferin is a glucoside of the coniferic alcohol. After decomposition of the glucosidic product in sugar and in coniferic alcohol, this alcohol is readily converted by oxidation into vanillin.

Processes of Essential Oil Recovery

Steam Distillation gives essential oils in the form of the native odorous principle more or less deeply modified by the water of distillation and the quite high heat of this process. For example: The content in methyl anthranilate of the native aroma of the orange flower is reduced by the distillation by vapor to about 1 per cent, whereas the floral oil obtained by extraction or enfleurage (fatty maceration) contains about 9 per cent of this important ester. Otto of rose distilled by steam contains only 1 per cent of phenylethyl alcohol, the floral oil up to 46 per cent. Oil of clove obtained by steam distillation is almost completely deprived of an important constituent represented by the methylamylketone, etc., etc.

Steam distillation is thus, from several points of view, a deficient process, which does not give full aroma.

Expression of the Peels as it is ordinarily applied for collecting oils of bergamot, portugal, tangerine, lemon, citron, bitter orange, etc., gives intact aromas. If these oils obtained by expression are subjected to rectification by steam distillation, a swift deterioration of the native aroma will be able to be found. The rectified oils of this kind are thus of noticeable inferiority, since the steam quickly destroys certain delicate parts of the complex aroma, particularly certain fatty aldehydes which seem to play a particularly important part in the complex scale of the odor of these oils.

Extraction by volatile solvents and enfleurage give aromas perfectly intact in the form of resinoids (volatile solvents) or concrete or absolute floral oils.



Official Report of Flavoring Extract Manufacturers' Association

SINCE our September review of the activities of the Flavoring Extract Manufacturers' Association of the United States, matters of a more or less routine nature only have been under consideration. E. L. Brendlinger, president and Thomas J. Hickey, attorney and executive secretary have been constantly in touch with the developments in the industry and the members of the association can rest assured that anything of interest to them, either general or legislative will be brought to their attention immediately.

Official Report of the Soda Water Flavors Manufacturers' Association

MATTERS of a routine nature have chiefly occupied the attention of the executives of the Association of the National Manufacturers of Soda Water Flavors since our September review of the association activities. The president, Dr. B. H. Smith and the secretary, Thomas J. Hickey, as well as the other officers and members of the committees, have been constantly in touch with the events happening in the industry and will advise the members immediately of anything of interest to the trade. The best interests of the industry are ever uppermost in the minds of the officers and the committees of the association, and local as well as national legislation that pertains to the members is kept in touch with and the members advised accordingly.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc.. It is advisable also to look at our WASHINGTON CORRESPONDENCE SOAP SECTION, and other departments for further information.

Notices of Judgments Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the notices of judgment given under the Federal Foods and Drugs Act, No. 16826 to 16850 inclusive, sent out recently by the United States Department of Agriculture, Washington, D. C., there was one case of adulteration and misbranding of olive oil, No. 16832.

Inspections of Spice Shipments

ONE hundred and three lots of spices, totalling 1,438,244 pounds, were detained at the ports of entry of the eastern inspection district of the Food and Drug Administration, U. S. Department of Agriculture, in the year ended May 31, as being in violation of the Federal Food and Drugs Act.

The detained lots were approximately 3 per cent of the total of 45,377,816 pounds examined by Federal food officials. Most spices enter the United States through the eastern district, the port of New York receiving nearly 75 per cent of the total spice imports of the eastern district.

The following tabulation shows the number of shipments and poundage of the various spices examined, the number of shipments and poundage by variety of the lots detained, and the percentages which the lots detained represent, both of the total U. S. importations and of the lots examined (statistics on total U. S. importations, where reported, were compiled from U. S. Department of Commerce reports):

Product	No. of Pounds Ex'm'd.	No. of Pounds Det'd.	Percent of total Ex'm'd. Dtd.
Anise Seed	571,767	5,936	1.0
Star Anise	11,410
Capicum & Chillies	967,250	144,657	14.9
Caraway	3,805,831
Cardamom—			
Fruit	139,202
Seed	45,965
Cassia & Cinnamon	1,158,010	86,711	7.5
Celery Seed	83,627
Cloves	2,973,810	83,500	2.8
Coriander	1,041,170
Cumin	523,120	77,858	14.9
Dill	19,101
Fennel	131,204
Ginger	1,846,471	600	0.03
Laurel Leaves	265,558
Mace	710,858	20,901	2.9
Marjoram	120,190	9,657	8.0
Mustard Seed	15,051,431	145,600	0.967
Nigella	55,885
Nutmegs	2,315,511	619,866	26.7
Origanum	220,790
Paprika	689,537	936	0.13
Paradise Grains	24,133
Pepper			
Black	10,074,793	242,022	2.4
White	437,519
Pimenta (Allspice)	144,150
Poppy Seed	310,585
Sage	1,225,234
Savory	26,641
Thyme	387,023
Totals	45,377,816	1,438,244	

The principal reasons for detentions were: *Excessive dirt or sand* in anise, cumin, mace, marjoram, and pepper; *Excessive stems* in cloves; *Excessive moldy products* in chillies, capscums, ginger, and nutmegs; *Excessive worm-eaten products* in chillies, capscums, ginger, mace, and nutmegs.

Most of the objectionable conditions noted, says Mr. Wharton, are caused by carelessness on the part of producers in harvesting and handling, resulting in the inclusion of stems, dirt, soil, or sand. Importers of these products are urged to impress upon their principals abroad the necessity for shipping only clean spices to the United States. Worminess and moldiness can be largely prevented by care in harvesting, drying, and storing. Importers can do much toward remedying these conditions by urging foreign shippers to exercise proper care in preparing spices for shipment.

Monthly Citrus Oil Report from Messina

A recent letter from Naples stated that essential oils were very quiet in July, and there was little demand from the United States or Europe. While prices quoted were slightly weaker than during June, they were largely nominal owing to lack of transactions. Weakening prices were attributed to the desire of producers to reduce stocks before the fall campaign. Prices of oils at the close of the month in lire per Sicilian pound were as follows:

Lemon sponge process, 10 to 14¼; lemon machine pressed, 8; sweet orange sponge process, 23; mandarin sponge, 40; bergamot, 23 to 23½. Shipments of oil to New York during July were negligible. Stocks of oils are abundant, particularly lemon and bergamot, which are relatively heavier than mandarin and orange. In keeping with the Government's plan to intervene to alleviate the depression in the bergamot industry a meeting with producers was held for establishing an association and appointment of a commission for formulating remedial measures.—(Consulate at Palermo, and Messina).

Rumanians Consume Large Quantities of Toiletries

A large amount of perfumery and toiletries is consumed in Rumania. The bulk is manufactured by branches of French factories which have been established in this country in order to obviate the payment of the high Rumanian import duty on perfumeries and cosmetics. There is some importation of perfumeries and toilet preparations, and American exporters have increased their sales on the Rumanian market.—(Commercial Attache Sproull Fouche, Bucharest).

Condition of Spanish Olive Oil Export Market

Olive oil exports began to show greater activity, prompted no doubt by what to the foreign purchaser are favorable exchange rates. If they continue, the pressure in that industry should be lifted by the time pressing of the new crop starts. The disinclination of holders of oil to accept lower prices even to reduce stocks has prevented a more brisk movement.—(Report from Consul Stafford at Madrid, Spain, July 14, 1930).

Take No Chances

So live that you wouldn't be ashamed to sell the family parrot to the town gossip.—*The Brokebox*.

Preparation and Properties of Vitamin C Fractions From Lemon Juice*

IN the first attempt at concentrating vitamin C in lemon juice, according to H. L. Sipple and C. G. King (*Jour. Amer. Chem. Soc.*, 52, 1929), the lemon juice was decitrated with an excess of neutral lead acetate solution, the remaining lead removed from the filtrate by precipitation with 10 per cent phosphoric acid solution, the filtrate from this precipitate concentrated in vacuo below 50 degrees C. and then treated with two volumes of alcohol and filtered, the alcohol removed from the filtrate by vacuum evaporation, and the residual concentrate diluted with distilled water to half of the equivalent volume of lemon juice. The concentrate thus prepared, when tested on guinea pigs showed no loss in antiscorbutic property.

Decitrated lemon juice from which the excess of lead acetate had not been removed was adjusted with dilute ammonium hydroxide to pH 7.4 to 7.6. The yellow precipitate which formed was centrifuged quickly, dissolved in dilute acetic acid, reprecipitated with dilute ammonium hydroxide as before, and again centrifuged and redissolved in acetic acid. The lead was removed from all fractions by precipitation with 10 per cent phosphoric acid solution. Both the first and second precipitates retained most of the original activity, but the second contained a smaller amount of total solids than the first, thus indicating greater purification.

An aqueous solution of the second precipitate was treated with two successive portions of *n*-butyl alcohol as in the method of Grettie and King (*E. S. R.*, 62, p. 501). After removing the butyl alcohol, the aqueous extract was concentrated, dissolved in 98 per cent alcohol, and treated with one volume of peroxide-free absolute ethyl ether, and the white crystalline inactive precipitate was filtered off. The active liquid was found to contain 0.56 mg. of total solids per cubic centimeter of the equivalent lemon juice, with an inappreciable amount of ash. Reducing substances as glucose amounted to 0.45 mg. per cubic centimeter, ammonium salts expressed as nitrogen 0.045 mg., and total nitrogen as determined by the micro-Kjeldahl method 0.145 mg. of nitrogen per cubic centimeter. The ferric chloride test for phenols was negative and the carbylamine was action mildly positive. Ammoniacal silver nitrate was reduced slightly.

Attempts to use barium acetate in place of lead acetate and sodium hydroxide in place of ammonium hydroxide gave negative results. This is interpreted as indicating that the precipitation of the vitamin by lead at a pH of 7.4 to 7.6 is a more or less specific adsorption phenomenon.

The alcohol-ether preparation was finally purified still further by evaporating to dryness in vacuo and extracting the residue with absolute ether. This removed a significant amount of amorphous material, leaving the total solids of the active fraction equivalent to 0.28 mg. per cubic centimeter of lemon juice.

* From Abstract Number of Experiment Station Record, July, 1930, issued by United States Department of Agriculture.

Sometimes a Necessity

Anger is as fatal to common sense as a dose of arsenic is to a dock rat.—*The Silent Partner*.



Leverhulme Memorial Unveiled

A MEMORIAL to the late Lord Leverhulme was unveiled at Port Sunlight, Cheshire, recently. It is a pylon of black granite surmounted by a figure of Inspiration with a group in green bronze at the foot representing Industry, Education, Charity, and Art—the four great interests of Lord Leverhulme's life. To buy it a fund was formed to which upwards of 22,000 employees of Lever Bros., Ltd., and its associated undertakings contributed. The group is the work of W. Reid Dick, R.A., and has taken three years to complete. It was exhibited at this year's Royal Academy exhibition, where it received the plaudits of the critics.

Among those who attended the opening ceremony were Lord Leverhulme (son of the founder of Port Sunlight and governor of the company), F. D'Arcy Cooper (chairman of Lever Brothers), J. L. Ferguson, W. Reid Dick, the Rev. Thomas Webster, and Thomas Peacock, who had the longest service with Lord Leverhulme—43 years—and who unveiled the memorial.

D'Arcy Cooper, chairman of the company, said that they who had worked with the late Lord Leverhulme desired in the memorial to place on record some permanent sign of their affection and respect. In the five and one-half years that have passed since his death, Mr. Cooper said he did not think that they had been unfaithful to the traditions Lord Leverhulme laid down.

In accepting the monument on behalf of the family, Lord Leverhulme said it was not only a reminder to present and future generations of the work which his father accomplished in industry, in public service, and in the world of art and education, but was also an endearing proof of the affection felt for him by those who knew him best.

Greek Government Establishes New Office to Protect Olives and Olive Oil

As a result of the overproduction of olive oil in recent years and of the comparatively small domestic consumption and exports, large stocks have accumulated in the market and the olive oil prices are continually dropping. The government has decided in principle to establish an office for the protection of Greek olives and olive oil, similar to the Central Currants Office. The office contemplated will concentrate and buy all quantities of olive oil offered by domestic producers at prices to be determined on the basis of the oil's acidity. —(Report from Commercial Attache Lyon at Athens, Greece, July 18, 1930).

Paris Trade Notes

UNDER the name of Maison Louis Werth, S. A. R. L., a company has been formed by Mme. H. Werth, Paris; P. Vollet, Paris, and M. Hochapfel, Seyssel (Ain), for the manufacture and sale of essences, chemical products and perfume raw materials.

The capitalization is fixed at 200,000 francs, 200 shares of 1,000 francs each.

The business office is located at 25, avenue Trudaine, Paris. M. Hochapfel and P. Vollet are the principals.

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The offices of Les Parfums Chanel which heretofore were located at 29, rue du Faubourg Saint-Honoré, Paris, have been transferred to 135, avenue de Neuilly, Neuilly-sur-Seine.

Singapore as a Distributing Point for Medicinals and Toiletries

Singapore is an entrepot to a number of valuable markets, namely, the Netherland East Indies, Siam, and French Indo-China. Being on the direct shipping lines around the world, a great deal of cargo is transhipped here for all these surrounding territories. A well equipped and active American representative at Singapore could, without too great difficulty, sound out the surrounding markets, and probably obtain satisfactory native sales outlets in these districts. There are several instances of the success of this method, and it is worth the careful attention of interested American manufacturers.—(Vice-Consul R. E. B. Bower, Singapore).

London's Colored Nail Vogue Changes

(Special Correspondence)

London's nail-painting vogue has undergone a drastic change, the tips of fashionable digits no longer being painted in fantastic tones of blue, green, and orange. A shade of deeper pink than nature is permissible. Those crude colored spots in the corner of the eye are also taboo. In fact, the fashionable idea is to avoid looking as if prepared for film or footlights, and the newest make-up aims at a clear, dull "malt" look. Neither shine nor camouflage is favored. The very slightest touch of the colored rouges to suit the ensemble may be added, but a healthy skin free of blemishes is now the object of the smart world.

It is confidently anticipated that very amusing, though subdued, versions of the colored nail vogue may again be seen during the coming winter.

British Trade Notes

AMONG new companies registered is Raymond, Robertson & Co., Ltd., New Quebec Street, London, W., which has been formed to carry on business as manufacturers of, agents for, and dealers in toiletries, chemists' goods, etc. The nominal capital is £500 and the directors are A. W. Robertson and A. Erb. Another new registration is that of Louis Morna (London), Ltd., Regent street, to manufacture and deal in drugs, perfumes, disinfectants, oils, etc. The nominal capital is £100 and C. Colne is the only director mentioned.

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The "Floral" barometer, consisting of an artificial rose in a miniature pot, the flower chemically treated to indicate the weather by a change of color, is a novelty now being produced by the General Optical Co., Clerkenwell Road, London, E. C. It is selling heavily for the Christmas trade. Another successful new product is "Petal Dust," a perfume in dry powder form which has been introduced as an insecticide for use in wardrobes, linen chests, and handbags. The perfume is pleasing and not suggestive of disinfectant. The Rosmarine Co., London, S. E. 1, is the manufacturer.

* * * *

Edward Morell Holmes, F. L. S., Emeritus Curator of the Pharmaceutical Society of Great Britain, passed away recently at his home at Sevenoaks, aged 87. Mr. Holmes, a lifelong student of perfumery, retired in 1922 after 50 years' work as Curator of the Society's museum. Immediately prior to taking this post Mr. Holmes had three months with Wright, Layman & Umney as head of that firm's wholesale and export perfumery department. He was selected out of 24 candidates for the Society's curatorship, and terminated his business career forthwith. During his long life he interested himself in plant diseases and reported some of the results of his researches to the technical press. For a number of years he paid special attention to the plants used for perfumes and wrote articles on the different species of rose and geranium, having in his garden a collection of about 30 kinds of geranium, with different odors, e.g., lemon, labdanum rose, peppermint, etc. He also wrote other papers on opoponax, labdanum, bois de rose, and the different kinds of marjoram. In 1900 he was elected president of the British Pharmaceutical Association. He was an Honorary member of the Colleges of Pharmacy of New York and Philadelphia, and of the American Pharmaceutical Association.

* * * *

The Institute of Hygiene is carrying out an investigation into the contamination of products wrapped in tin foil. This contamination, however, has been suggested only in the case of edible products, such as cheese, and the investigation will in no way prejudice the use of tin foil in the packing of toilet products. For many years the institute has awarded a certificate for purity and quality in respect of a variety of products in universal use or consumption. Among the holders of the certificates are several well-known manufacturers of edibles which are distributed in tin foil, after severe analytical tests.

Azores Produce Essential Oils

THE principal plants from which essential oil is obtained are various species of lavender and peppermint obtained in the vicinity of Ponta Delgado. Because this cultivation is still in the experimental stage, only about three acres are used at present.

As soon as a crop is obtained, it is distilled immediately. The oil is obtained by using the Micham process of distillation; forcing steam through the plants with subsequent rectification. The stalks, leaves, and flowers are all used for obtaining oil.

There are no statistics for the last five years. The tendency of the local production, however, is to increase beyond its present experimental stage.

The oils now produced are exported in aluminum bottles to Grasse, and the prices depend upon that market.—(Vice-Consul P. Childs, St. Michael's Azores).

Expansion in French Synthetic Perfumery Industry

France has long been noted for its natural perfumes, but in very recent years its manufacture of synthetic perfumes has been assuming important proportions. The overflow of the French output of these synthetic products into world trade is, therefore, of real significance. Since 1922 such exports from France have more than doubled, having attained a value of well over a million dollars a year:

FRENCH EXPORTS OF SYNTHETIC PERFUMERY 1922-1929

	Average value of one franc, U. S. currency	Metric quintals (quintal = 220 lbs.)	France
1922	\$0.082	1,668	7,515,000
1923	0.061	2,401	9,439,000
1924	0.052	3,046	14,890,000
1925	0.048	3,486	13,889,000
1926	0.032	2,964	18,209,000
1927	0.039	2,711	22,575,000
1928	0.039	3,643	25,989,000
1929	0.039	3,518	29,568,000

Ceylon Citronella Oil Exports

The following table gives the exports from Ceylon of citronella oil for the years 1928 and 1929, with the countries of destination. The values have been translated into dollars at 3 rupees to \$1.

The declared exports to the United States for 1928 were 441,257 pounds valued at \$156,782, and for 1929, 421,726 pounds valued at \$157,970.

Country of Destination	1928		1929	
	Pounds	Value	Pounds	Value
United Kingdom	325,000	\$101,682	306,000	\$106,767
Australia	69,000	18,294	74,000	25,976
British India	44,000	15,008	34,000	12,967
Argentine Republic	13,000	3,710	21,000	7,193
China	24,000	6,913	14,000	4,731
France	17,000	4,474	28,000	9,737
Germany	159,000	48,209	137,000	46,863
Netherlands	53,000	15,693	59,000	20,485
Italy	18,000	4,953	32,000	10,900
United States	426,000	115,880	415,000	141,812
Other countries	49,000	13,561	43,000	16,569
Total	1,197,000	\$348,377	1,163,000	\$404,002

(Consul S. W. Eccles, Colombo.)

Exports of Castile Soap from Spain to the U. S.

Exports of castile soap from Spain to the United States during the quarter ending June 30, 1930, totalled 282,541 pounds valued at \$28,118, reports Consul Stafford at Madrid, under date of July 14, 1930.

Association and Court News

Arrest Probber on Fraud Charge

OF considerable interest in the trade was the arrest, on September 23, of Joseph R. Probber, alias Dave Littleman, alias Abraham Levy, proprietor of the defunct United Perfumery Co., 448 Gates ave., and the Modern Cosmetic Shoppe, 907 Kings Highway, both of Brooklyn.

Probber was arrested on an indictment charging concealment of assets in bankruptcy by Special Agent McCarthy of the Department of Justice, after he had been trailed to a house on Bay 23rd street, Brooklyn, by Samuel J. Callaghan, an investigator for the National Association of Credit Men. Probber had been missing since the failure of his two stores in the latter part of April, 1930. Liabilities of the two concerns totaled about \$40,000, consisting mostly of accounts due drug, perfume, cosmetic and barbers supply houses, and practically no assets remained in either store.

Probber was arraigned before Judge Mortimer W. Byers in Federal court, Brooklyn, and held in default of \$10,000 bail. The following day Max Schenker, alias Max Sydelman, was arrested on an indictment charging him with aiding and abetting in the concealment of assets, in connection with the same case. Judge Byers fixed Schenker's bail at \$5,000.

Shortly after Probber disappeared last spring, creditors sought the aid of the Fraud Prevention Department of the National Association of Credit Men in locating him, and Investigator Callaghan was assigned to the case. At that time the real name of the fugitive was unknown, the United Perfumery Co. having been conducted under the name of Abraham Levy, and the Modern Cosmetics Shoppe under the name of Dave Littleman. Similarity of specimens of handwriting of Levy and Littleman first attracted Callaghan's attention, and subsequent investigation convinced him that these individuals were one and the same, and that the real name of the fugitive was Probber. Four months of investigation were necessary, however, before Probber was definitely located.

A fragment of a deposit slip bearing part of the name of a bank, which was found in one of the deserted stores, provided the first clew. The bank had a record of an account formerly maintained by Littleman, which was one of Probber's aliases, and was able to furnish a street address for Littleman. Inquiry there developed the fact that Probber, alias Littleman, had moved some months before, but some additional information regarding the missing man's relatives and friends was uncovered.

Carefully following out these new leads, investigators for the National Association of Credit Men finally learned that Probber and his family were living in a small town in upstate New York. Again the investigators found that Probber had moved, but they were eventually able to trace him back to New York and to the apartment where he was arrested.

Silence Is Golden

"To whom you betray your secret you sell your liberty."—Franklin.

C. L. Bowman on A.M.T.A. Board

AT a meeting of the Executive Board of the American Manufacturers of Toilet Articles, held at the Biltmore Hotel, New York City, October 2, C. L. Bowman, vice-president of Stanco Laboratories, New York was elected a member of the board. Mr. Bowman succeeds E. H. Koehler, who has been a member of the board for several terms, and whose resignation as a member was accepted at the same meeting. Mr. Koehler resigned because he was no longer connected with the industry, having retired as vice-president of Vadsco Sales Corporation.

Three new members, one active and two associates,

were elected to the association, the George W. Button Co., New York as active members and the Columbus Laboratories, Chicago, and the Maryland Glass Co., Baltimore as associate members. Other matters of importance to the work of the association were considered without formal action.

Mr. Bowman brings a wealth of experience in general business affairs as well as in the toilet goods industry to his position on



C. L. BOWMAN

the Executive Board. He has long been connected with Stanco Laboratories and the Standard Oil interests and since the purchase of Daggett & Ramsdell Co., by the former, he has been in active charge of the operations of this important toilet goods house.

Virginia Labeling Regulations

New regulations have been issued by the Commissioner of Weights and Measures of the State of Virginia, regarding the labeling of small packages. These new and important regulations may be summarized as follows:

"A package containing net two avoirdupois ounces or less of any commodity is 'small' and shall be exempt from marking in terms of weight.

"A package containing net two fluid ounces of any commodity is 'small' and shall be exempt from marking in terms of measure.

"When a package is not required to be marked in terms of either weight or measure and the units of the commodity therein are six or less, it shall, for the purpose of this regulation, be deemed 'small' and shall be exempt from marking in terms of numerical count."

This differs from the New York law in that the latter allows an exemption of three instead of two ounces. An adequate time for changing labels will be permitted by the Virginia commissioner who has advised the trade to that effect.

Beauty and Barbers Supply Dealers Meet in Chicago

DEFINITE steps to raise the standard of business practice of the entire barber supply and beauty shop business were taken at the 27th annual convention of the National Beauty and Barbers Supply Dealers' Association, which met at the Palmer House, Chicago, October 6, 7, 8, 9, and 10. Over 220 leading jobbers attended the meeting.

The keynote of the convention was given by the president, Charles Kahrhoff, who emphasized that it was the duty of the members not only to advance their own businesses but also to further the interests of the entire beauty and barber professions and their allied industries. Twelve papers on various aspects of trade practice stressed the same theme in one form or another for the major part of the program on Tuesday, Wednesday and a part of Thursday.

These papers were read by W. L. Scott, Harry Reiss, A. L. Fisher, Charles Kahrhoff, Irwin McLean, E. C. Brokmeyer, C. N. Nichols, C. W. Ritchie, Marvin C. Harwell, J. A. Ladds, E. A. Fretz, and Alden Warmelin. In addition there was a general discussion of the trade practice rules open to all.

Other papers included a sales talk by J. V. Reed, and an address by Dr. J. M. Doran. In a paper by Mrs. Ruth D. Maurer, on "Selling Half As Many Shops Twice As Much," it was pointed out that salesmen for cosmetic and accessory products should provide shop owners with a sales plan to keep their stocks moving. This could be done if salesmen would educate shop owners how to develop an interest in beauty products among their patrons so that preparations would sell themselves. An interesting feature of the meeting was a debate on "Does it pay to manufacture in a small way and compete with standard manufacturers?" George E. Buck argued for the dealer who does manufacture; and J. LeRoy Wheatley argued for the one who does not. No decision was given, but the general feeling was that it is wisest for the dealer not to manufacture his own preparations.

Other papers were: "Are You Shaking Up or Rattling Down?" by Ralph Parlette; "The Effect of Local Organizations on the Shop Owners' Inclination to Meet Their Bills," by Julian M. Hoffar. Max H. Berliner, of Seattle, discussed "What Is Wrong with the Business"; Paul T. Schooley offered suggestions for increasing sales of merchandise by shops; and George D. Chisholm, chairman, gave the report of the vigilance committee. Other reports were given by chairman of the various committees.

An interesting fact developed at the meeting was that the average American family spends only \$12.37 per year in the barber shop.

One hundred and twenty-eight exhibitors, occupying

virtually uniform space provided a colorful and animated scene during the five afternoons and evenings when the displays were open. A fine spirit of cordiality prevailed between members, exhibitors and dealers. Entertainment features were as delightfully varied as they were numerous. Besides the more informal morning and afternoon affairs they included a Harvest Get-Together Dance in the Red Lacquer Room on Monday night, a theatre party on Tuesday night, a Carnival on Wednesday, a Surprise Party on Thursday, and the customary Grand Banquet and Farewell Dance on Friday night. Two efficient committees handled the details of these affairs, the Ladies' Committee having for chairman, Mrs. A. B. Moler, and the Gentlemen's Committee, Bernard De Vry.

Lockwood Brackett Co., Boston, offered a special display of "Laco" olive oil featuring the "pack-age of the month" in metal containers. The

castile soap and shampoo were also on display. In the booth were L. C. Taylor, manager of the hair-dressing department, and D. W. Marshall of the Ohio and Michigan territory. The Davies-Young Soap Co., Dayton, presented an attractive booth featuring Buckeye Liquid Shampoo, the vegetable oil shampoo base. In the booth were E. G. Eckerman, George Harris, and R. H. Young. Commercial Laboratories, Newark, N.

Y., offered a particularly effective display featuring the dentifrice in a prominent booth, and Kimberly-Clark Corp., of Neenah, Wisconsin, displayed "Kimpak," the crepe wadding, effectively demonstrated for packing. Other exhibitors presented an endless variety of products and attractive methods of display.

Executive sessions were held on Monday, Wednesday and Friday, after the general business meetings and on Friday, the 10th, the annual election of officers took place. The popular president, Charles Kahrhoff, of Denver, Colorado, was re-elected to succeed himself for another year. The same honor was accorded the first vice-president, W. L. Buck, of Oklahoma City, Oklahoma. J. LeRoy Wheatley, formerly third vice-president, was elected second vice-president; Max Berliner, of Seattle, Wash., who served last year on the executive committee, was made third vice-president; Otto R. Haas, of Chicago, was again made treasurer; and Joseph Byrne, of New York City, was held in the post of secretary. The four members elected to the executive committee were: W. L. Scott, of Peoria, Illinois; Mrs. Gladys W. Hubbard, of Springfield, Mass.; R. C. Dunlap, Dallas, Texas; and John Wynkoop, of Washington, D. C. Some of the other committees are yet to be appointed though many, having operated so commendably, remain substantially the same. Previous to the convention proper, special meetings were held: on October 4th by the Hair Tonic Manufacturers, and on October 5th by the Trade Practice Conference Committee of Dealers and Manufacturers. Officers and



CHARLES KAHRHOFF



JOSEPH BYRNE

members were alike enthusiastic over the reception and general success of the 1930 gathering.

Among the exhibitors were: Aladdin Laboratories, American Drug & Chemical Co., Big Six Laboratories, S. Bonat & Bro., Bonheur Co., Boncilla Laboratories, Burnham Products Co., R. T. Christy Co., Colgate-Palmolive-Peet Co., Commercial Laboratories, Davex Corp., Davies-Young Soap Co., E. E. Dickinson Co., De-Meo Bros., Eastern Laboratories, Eugene, Ltd., Fad Laboratories, F. W. Fitch Co., Frigidine, Inc., Galve, Inc., P. A. Geier Co., H. Clay Glover, Inc., Herpicide Co., Holman Soap Co., A. C. Hynd Co., Kimberly-Clark Corp., Lewis Bros., Lockwood Brackett Co., Lucky Tiger Remedy Co., J. W. Marrow Mfg. Co., Nestle Le Mur Co., Noxzema Chemical Co., Odell Co., Paragon Dist. Co., Pompeian Co., Sea Breeze Laboratories, Shush Laboratories F. H. Tiedeman Co., Philip Warshaw, Paul Westphal Co., Geo. H. Weyer Co., Wildroot Co., J. B. Williams Co., and Ar. Winarick.

Beauty Trade Show and Dance

The third annual Beauty Show and Dance, sponsored by the *Beauty Shop News*, was held at the Level Club, New York City, on Wednesday evening, October 15, with Leon Pollock presiding.

A record attendance crowded all available space in the spacious theatre of the club, and the entertainment and exhibits, presented on the stage in a most effective manner, reflected great credit to all concerned.

Exhibitors' booths occupied space at the rear of the auditorium and along the balcony. Among the manufacturers represented were Almaz Hair Crayon, S. Bonat & Bros., Christy Cosmetics, Dura Co., Georgia O. George, La Gerardine, Inc., Les Parfumeries Rouen, Modcraft Corp., Pierre Nu Sheen Co., and Realistic Permanent Waving Machine Co. Numerous jobbers, schools, and associations were also represented. A feature of the program was the presentation of The Greater N. Y. Retail Furriers Assn., "Fashions in Furs," with thirty beautiful models displaying wearing apparel that harmonizes with the coiffure.

Perfumery and Toiletries Show

An exhibition of perfumery and toiletries was held on the Seventh Floor of the Hotel New Yorker, New York, Sept. 8 to 13, under the direction of Mrs. M. Cullen Barden.

While the number of exhibitors was small, some very artistic displays were presented and several new items brought out. Because of a later buying season than was at first anticipated, the attendance of buyers was not representative although a goodly number visited the Show.

Coming Conventions

American Bottlers of Carbonated Beverages, Milwaukee Auditorium, Milwaukee, Wis., Nov. 10 to 14, 1930.

Fourth National Symposium of the American Chemical Society, New Haven, Conn., December, 1930.

Thirteenth Exposition of Chemical Industries, Grand Central Palace, New York City, week of May 4, 1931.

American Beauty Congress Convention

A THREE-DAY convention of the American Beauty Congress was held at the Hotel Pennsylvania, New York City, September 29, 30, and October 1. B. F. Breslauer, president of the Beauty Industries Manufacturers Association, which sponsored the Congress, said that "the 30 per cent of the feminine population of the United States which patronizes beauty shops had not decreased its expenditures in them during the past year because of financial depression.

"The average of \$150 per year which these women spend in beauty shops and on cosmetics for home use has not been decreased," he said, "first because it is not in itself a tremendous sum for them, and secondly because they cannot afford to look less attractive at the present time with the need of getting jobs and the competition in holding husbands or sweethearts."

During the last day of the convention the sixty-five delegates of the conference expressed their desire to secure some well known doctor to act as czar for the industry, to control the operation of the 50,000 odd beauty shops and who would occupy the same relative position to the beauty industry that Will Hays does to the motion picture industry. At another congress to be held within a few months this appointment is expected to be made. "The economic situation in the beauty industry demands a solution that cannot be met in any other way than by the appointment of this czar," said Mr. Breslauer.

Among the interesting features of the convention program was a speech on the facial style changes through history effecting women and men, by Paul H. Nystrom, of Columbia University and formerly of the Dry Goods Institute Research Department. Another high light was a fashion revue by professional models emphasizing the synchronization of facial and hair make-up with different style effects from morning clothes to evening clothes. Never before has the emphasis on make up of face and hair to correspond with the costume in style harmony been dwelt upon.

At the conferences the outstanding note was on the need of the development of more extended sales of packaged merchandise in the beauty shops to increase beauty sales volume. The beauty shop was compared to the drug store of years ago when only prescriptions were sold there. At that time personal service was about 95 per cent of the business while now it is about 5 per cent. At the present time the beauty shop is like the former drug store; the operator like the pharmacist. The idea of sales training and experience for the operator must be developed just as it was with the pharmacist that the beauty shops may develop their sales and receive their share of the business that is now going to the drug and department stores. In this way it is hoped to stabilize the beauty shop industry and improve the credit risk element in their field.



B. F. BRESLAUER

J. M. Penland Heads N. W. D. A.

THE Chicago convention of the National Wholesale Druggists Association closed on October 17 with the election of James M. Penland of the Southwestern Drug Co., Dallas, as president for the coming year. With Mr. Penland as officers the following were chosen: first vice-president, Harry G. Billmire, Humiston, Keeling & Co., Chicago; second vice-president, E. H. DeMoss, McKesson-Peter-Neat-Richardson Co., Louisville; third vice-president, W. K. Love, McKesson-VanVliet-Ellis Corp., Nashville; fourth vice-president, W. G. Allen, Tampa Drug Co., Tampa; fifth vice-president, Peyton Hawes, McKesson-Spokane Drug Co., Spokane. Members of the Board of Control elected were M. R. Sherman, Des Moines Drug Co.; Walter Brunswig, Brunswig Drug Co., Los Angeles; Warner James, Towns & James, Brooklyn; and J. Mahlon Buck, Smith, Kline & French, Inc., Philadelphia.

As usual attendance at the convention was excellent with a registration of 670 and virtually 60 per cent of the wholesale drug trade represented at the meeting. Retiring president, Lee M. Hutchins, after appointment of the usual convention special committees outlined the work of the association during the last year and in an inspiring address foretold continued growth for the wholesale drug business and the association. Routine committee reports covered membership, finances, delegates to the National Drug Trade Conference and other matters of interest to the membership. One of the highlights of the meeting was the report of Secretary E. H. Newcomb who related in detail the activities of the last year referring to some of the difficulties which the association had encountered and to which united efforts had brought satisfactory solutions.

The report of the committee on legislation was presented in two parts, the first a formal report for the committee presented by William J. Schieffelin, Jr., which outlined the various topics discussed at length in the second part, which was presented by W. L. Crounse, Washington representative of the association. This important report was ordered printed in the minutes and referred to the Board of Control for appropriate action on such sections as needed attention.

Another excellent report which showed considerable detailed study and effort on the part of the chairman was that of the committee on uniform costs, presented by A. Kiefer Mayer of Kiefer-Stewart Co. It was amplified by H. J. Ostlund, statistical director.

The feature of the closing day was an address by Dr. James M. Doran, Commissioner of Industrial Alcohol who expressed his appreciation of the co-operation of the membership in the difficult problems involved in alcohol supplies and offered suggestions for further co-operation during the coming year.



JAMES M. PENLAND

Photo Courtesy Oil Paint & Drug Reporter

Duty on Alcoholic Perfumery

GUERLAIN PERFUMERY CO., INC., New York in protest 391012-G protested the duty assessed on certain alcoholic perfumery under the internal revenue act in addition to 40 cents per pound and 75 per cent ad valorem under paragraph 62, Tariff Act of 1922.

In protest 389895-G they protested the assessment of duty on alcoholic perfumery at \$1.10 per gallon under the same conditions as above. Justice J. Cline in T. Ds. 13219 and 13220 overruled the protests as in the former instance there was no evidence offered in support of the claim made, and in the latter case there was nothing in the record to overcome the presumption of correctness attaching to the collector's action.

In protest 408544-G Guy T. Gibson, New York, protested the assessment of duty on alcoholic perfumery at \$1.10 per gallon under the internal revenue act in addition to 40 cents per pound and 75 per cent ad valorem under paragraph 62, Tariff Act of 1922.

Justice J. Cline, in T. D. 13218 on the record presented sustained the protest in accordance with the report of the collector. Abstracts 2181 and 6048 followed.

Bernard Judae & Co., New York, in protest 386166-G claimed that certain alcoholic perfumery should not have been assessed at \$1.10 per gallon under the internal revenue act.

Justice J. Cline in T. D. 13221 sustained the protest as to certain items on the record presented. Abstracts 2181 and 6048 followed.

Reappraisal of Perfumery

In suit 3376, United States v. Baldwin Universal Co., Inc., appeal from T. D. 44112, the question at issue is the dutiable value of certain perfumery under section 402 (b) Tariff Act of 1922. The Government contends that the Customs Court erred in holding that there must be a delivery of the merchandise at the prices fixed in the published and issued price list before such prices are representative of market value for duty purposes.

Duty on Powder Boxes Protested

In Protest 397577-G of Titan Shipping Co., of New York, powder boxes which were classified as jewelry at 80 per cent ad valorem under paragraph 1428, of the Tariff Act of 1922, were claimed dutiable as manufactures of metal, lacquered, at 60 per cent under paragraph 399. Justice J. Sullivan, in T. D. 12026 upheld the claim and the metal powder boxes colored with gold lacquer for use on the vanity table were held dutiable under paragraph 399.

Ditto Cleaning Paste Decision

In T. D. No. 12645, suit 3292, of United States v. International Forwarding Co., Inc., regarding the duty on Ditto Cleaning Paste, T. D. 43586 was reversed.

Duty on Lipstick Holders

In T. D. 12865, suit 3307, T. D. 43715 was affirmed involving the case of Coty, Inc. v. United States protesting the duty on lipstick holders.



A consolidation of three toilet goods manufacturers in Minneapolis has been completed and has begun operations under the name, Beau Monde Laboratories. This is a combination of the former Beau Monde Laboratories with the Mon Caprice Co., and the K. O. D. Laboratories. The lines of all three former companies will be continued under the new arrangement.

Beau Monde Laboratories formerly manufactured only talcum and face powders, the Mon Caprice Co., a general line of toilet preparations and the K. O. D. Laboratories were specialists in hair and scalp preparations.

R. G. Moore has been elected treasurer and manager of the company. J. L. Moore, formerly in charge of the Los Angeles office of Mon Caprice Co., will continue in that position for the merged companies. C. E. Foster has been appointed sales manager with headquarters in Minneapolis.

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Parfums Marlaïne, Inc., is the new corporate name replacing that of Marcel Guerlain, Inc., New York City, manufacturer of perfumes, cosmetics, face powders, etc. The change was effected the latter part of September in compliance with the injunction secured against Marcel Guerlain, Inc., by Guerlain Perfumery Corporation, New York City. This injunction, full text of which may be found in the September issue of THE AMERICAN PERFUMER permitted the use of the label, the name Marcel Guerlain, Inc., etc., until such time as the stock of labels on hand were used up, but not later than September 15th.

The new name, Marlaïne, is a combination of Marcel and Guerlain, the name of the originator of this line.

* * * *

A new company, the Hyssop Soap Co., has been organized in Milwaukee and has taken over the patents and processes formerly operated by the Mid-Western Soap Products Co. This new company will manufacture a patented "waterless" soap for mechanics and factory use. It is headed by J. N. Hausmann. Mr. Hausmann did not take the former company as a going concern but merely purchased patents and trade mark rights for the manufacture of this particular product.

* * * *

The Los Angeles Soap Co., Los Angeles, Calif., has advised of the appointment of L. A. Pearre as division manager located in Houston, Texas. Mr. Pearre was transferred to Houston following a reorganization of territories which place a large part of Texas and a portion of Western Louisiana under control of the Houston office. In all, 108 counties will be under his direction. He has been with the company several years.

At a meeting of the board of directors of the Procter & Gamble Co., in Cincinnati on October 14, Col. Wm. Cooper Procter was elected chairman of the board and R. R. Deupree succeeded him as president. Col. Procter had been president of the company since 1907, when he succeeded his father, Wm. Procter, son of one of the founders.

On handing over the presidency to Mr. Deupree, he announced that it was his intention to continue his activities as head of the business and that for the present there would be no one appointed to succeed Mr. Deupree as vice-president and general manager.

During Col. Procter's presidency he inaugurated and developed many policies of benefit to the employees. Among them were the profit sharing plan, the employee



COL. WM. COOPER PROCTER



R. R. DEUPREE

representation on the directorate, insurance, pension plan, and the guaranteed employment system which has caused nation-wide interest in these times of unemployment.

Mr. Deupree joined the Procter & Gamble organization in 1905 as a clerk in the treasury department. After four years in various positions he asked for the opportunity to become a salesman and accordingly was transferred to the chip soap department. After two years of excellent work he was made manager of that department. So pleased was the company with his development work that on July 1, 1912, he was made manager of the Western sales division of the case goods sales department. Five years later he was made general sales manager of the company.

Under his direction as general sales manager all branches of the sales departments were reorganized and many radical changes made in the company's sales policy. On January 1, 1927, he was made general manager of the company and on October 16th, 1928, vice-president. He is 45 years old.

Colgate's dental cream is the first preparation to receive official approval at the hands of the recently organized Council on Dental Therapeutics of the American Dental Association. The council was organized to test and consider the merits of the claims advanced on behalf of dental preparations offered to the public. The Colgate product was the first submitted to it and this has been approved. The Council has adopted no official seal to be used in the advertising of approved products such as is the case with the Council of Pharmacy of the American Medical Association after which it is patterned. However, manufacturers of approved products will be permitted to use the Council's approval as a part of their advertising.

* * * *

Through an error, the C. F. Sauer Co., Richmond, Va., was incorrectly named by the Government a defendant in a suit brought in Virginia by Paul W. Kear, U. S. Attorney for that district. The suit which charged violation of the Pure Food & Drugs Act of 1906 should have been brought against the American Laboratories, Inc., of Richmond, drug manufacturers. The C. F. Sauer Co. is a manufacturer of flavoring extracts and has never manufactured or shipped such drugs as were named in the suit.

* * * *

R. B. Semler, Inc., has taken offices at 105 East 29th street, New York City. This new organization is headed by R. B. Semler as president and treasurer, and with him is associated A. Stegmuller as secretary. It will act as distributors in the United States for Kreml Hair Tonic, Farina's Red Crest Cologne, the soaps manufactured by D. & W. Gibbs, Ltd., London, exclusive of New England, where this company is represented by S. S. Pierce Co. of Boston, and Vienna Woods Pine Bath.

Both Mr. Semler and Mr. Stegmuller are well equipped to handle these important lines. Mr. Semler was graduated from Yale in 1914 and for the last fourteen years has been connected with George Borg-



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R. B. SEMLER



© B & S

A. STEGMULLER

feldt & Co., New York, first as a salesman and later as assistant manager of the toilet goods department, and during the last five years as manager. For the last three years he was a member of the firm.

Mr. Stegmuller was connected with the same company for seventeen years, all of which were also spent in the toilet goods department.

Following the clarification of ownership of the Woodbury trade mark, placing all right and title to the mark with the Andrew Jergens Co., Cincinnati, officials of the latter have decided to separate the Woodbury and Jergens businesses and handle the development and sale of the two lines separately. Accordingly The John H. Woodbury, Inc., has been organized with a



ANDREW JERGENS



F. C. ADAMS

capital stock of 5,000 shares for the manufacture and sale of Woodbury products. The Andrew Jergens Co., will continue to manufacture and sell the Jergens line as in the past.

In addition The Jergens-Woodbury Sales Corp., has been organized. This company will have charge of promotion work and sales for both companies, the output being turned over to it for distribution. This corporation has only a nominal capitalization of 250 shares.

Officers of The Andrew Jergens Co. remain as before with Andrew Jergens, president, F. C. Adams vice-president and treasurer and O. C. Leyman, secretary. The John H. Woodbury, Inc., has elected the following officers: Andrew Jergens, president; F. C. Adams, vice-president; O. C. Leyman, treasurer; J. D. Nelson, secretary; and L. C. Bernens, assistant secretary.

Economies in manufacturing, sales and accounting are expected to be effected by the reorganization of the Jergens and Woodbury companies.

* * * *

Prince Georges Matchabelli, manufacturer of the Prince Matchabelli perfumes, New York City, has recently perfected four new odors which he has just paced upon the market. These new perfumes are known as "Queen of the Nile," "Queen of Babylon"—two rather spicy and exotic odors—and "Jungle Flower" and "Damas," two floral odors. The first three of these will be packaged in the well known pyramid bottle, but for the Damas a new rose and gold bottle has been developed.

The Prince in discussing business for the coming season was very optimistic. He considers the American public as "buying with more care and distinction than formerly which is a much better factor for the industry. The American public can no longer live without perfumes as today they are considered not merely a luxury but a necessity. Today when a woman selects her wardrobe, the proper scent is necessary to add the finish, and this is having its effect upon the volume of perfumery sales."



THE "EVENING IN PARIS" QUARTET AND PIANIST. INSERTS: LEFT, TAYLOR BUCKLEY, BARITONE; RIGHT, PIERRE BRUGNON, DIRECTOR

Due to the tremendous success of the "Evening in Paris," broadcast, Bourjois decided this Fall to have this interesting and unusual Hour reach every section of the United States. Thirty-four stations are used to broadcast "Evening in Paris" from coast to coast.

Bourjois first used radio during the summer of 1928 and it was so successful that they have used it ever since with the exception of a few months during the past summer.

The former "Evening in Paris" programs employed four characters, Manon, Peaches, Bill and Jacques, who together visited Parisian night clubs, theatres, restaurants and other places of interest.

These programs were outstanding on account of the quality of the music and the spirited and artistic way in which it was presented. As most of the places of interest in Paris had been seen once or twice, it was decided to change somewhat the character of the programs for the Fall. Monsieur Pierre Brugnon is master of ceremonies. There is the Bourjois quartet, Taylor Buckley, popular baritone soloist, as Bill, and a concert orchestra under the direction of Domenico Savino.

One of the features of the Hour is the "Style Cable from Paris." This includes the latest vogue in dresses,

colors, jewelry, gloves, etc. These style sheets with illustrations may be had by interested listeners by writing to Bourjois.

Another very interesting feature is the "Award to the Woman of the Week," consisting of a black leather traveling bag complete with an ensemble of "Evening in Paris" toilet requisites, and is presented to the woman, in any part of the country and in any walk of life who has done something of special interest or has performed some heroic deed.

When asked if this type of advertising was successful, Bernard M. Douglas, Jr., of Bourjois said that "we were the first perfumers to use radio for evening programs. It was used with conspicuous success to introduce the "Evening in Paris" series. "Evening in Paris" has been an outstanding perfume success and we feel that its success was due to smart, modern packaging, a perfume by one of the world's greatest perfume chemists and radio. No one without the other two would have made it the conspicuous success that it is. The fact that we have used radio since June, 1928, and will use it through 1931 shows that we think most favorably of it as an advertising medium."

Dr. Herman Goodman, well known dermatologist and expert on cosmetics began his second year of radio broadcasting over station WNYC, New York, October 16. Dr. Goodman has done excellent work in his series of lectures. A new feature for the coming year will be a question period in which he will be assisted by Bert Dixon.

J. K. W. Trueman, formerly with Associated Newspapers, Ltd., in the United States, and now European representative of Lambert Pharmacal Co., spent three weeks in this country during September. Mr. Trueman covers the entire European territory for his company and reports economic conditions in this country as 100 per cent better than in any country in Europe.

Dr. Herbert H. Dow, president of the Dow Chemical Co., Midland, Mich., died at the Mayo Clinic, Rochester, Minn., October 15. Dr. Dow, who was one of the foremost American chemists, was born at Belleville, Ont., February 26, 1866. He was graduated from the Case School of Applied Science in 1888 and after a brief period as a teacher of chemistry, he founded the Midland Chemical Co., in 1890, to manufacture bromine from brine under an electrolytic process which he had developed. Later the Dow Process Co., for the manufacture of bleaching powder, was organized and in 1897 both were absorbed into the newly organized Dow Chemical Co. Working on patents, largely developed by its founder, this company speedily expanded its line in chemistry and metallurgy and became a large producer of organic chemicals, many of which found their way into the toilet goods industry.



THE LATE DR. H. H. DOW

Dr. Dow's company was the first in America to manufacture carbon tetrachloride and the first to successfully produce synthetic indigo. During the war he served on the Council of National Defense and the Chemical Alliance, and last year was awarded the Perkin Medal, one of the highest honors in American chemistry. A man of outstanding ability as a scientist and broad vision in business, Dr. Dow richly deserved the tribute paid him by Henry Ford, who in a recent issue of *Chemical Markets* wrote, "He is a most distinguished and successful representative of the American chemist, who is also an executive, an engineer and a manufacturer. As technician, and as business man, his policy is founded upon a rare conception of chemistry's place in our national economics."

L. B. Frey, for six years a prominent member of the Coty, Inc., sales organization, has joined the staff of Les Parfums Marly, New York, as director of sales. Mr. Frey served Coty in the capacity of assistant sales manager, special representative and finally as territorial sales manager covering the Eastern Coast and Central States.

Les Parfums Marly is the outgrowth of Les Grandes Parfums de France, Ernest Frey is general manager.

Amiran, Inc., New York City, manufacturers of a line of cosmetics, has recently added a very compact weekend package to its number of products. The box of black and gold in harmony with the rest of the line, contains a small size tube of cleansing cream, finishing cream, skin food, both A and B, astringent lotion, liquid protection cream, hand lotion and two cakes of soap.

A son, **Henry Pfaltz**, weighing 9½ pounds, was born to Mr. and Mrs. A. L. van Ameringen on October 19. We are pleased to report that both mother and son are doing well, and we extend our congratulations to the proud parents. Mr. van Ameringen is president of van Ameringen-Haebler Inc., New York.

Angela Varona, manufacturer of the Angela Varona cosmetics, with offices and salon in New York City, has returned from a several weeks trip in the Middle West. In Minneapolis Miss Varona visited the "Looking Glass," the beauty salon of the Dayton Co. where her treatments are given exclusively. In St. Paul, she visited another store featuring her treatments, the Field Schlick Co.

Before returning to New York she went to Washington, D. C. to be present at the opening on October 6th of the new women's specialty store of Julius Garfinkel. A department established in the new store is cosmetics and here also the Angela Varona products will be featured.

The latter part of October Miss Varona is planning an extensive western trip, going first to California, where she will visit Los Angeles and San Francisco. On her return trip she will stop at the various cities where her products are sold, including Omaha, Salt Lake City, Kansas City, Detroit and Cleveland.

Miss Nell Vinick, author of the syndicated beauty feature, "Lessons in Loveliness," was the sponsor of a series of personal make-up consultations held under the auspices of Gimbel Bros. and Drezma, Inc., at the Gimbel Auditorium, Oct. 16, 17 and 18.

A. B. Vinick, of Drezma, Inc., presided. The Drezma line, consisting of 18 items, was featured with Michael A. Ripp, Jr., consulting cosmetician, making up two types, selected from the audience, showing the proper application of powder, rouge, lipstick and eye shadow. Personal consultations on make up and complexion were also held, following each demonstration.

Fred W. Fitch, president of the F. W. Fitch Co., Des Moines, manufacturers of barbers' supplies and other toilet preparations has agreed to donate a tract of land of 1,080 acres located in Wisconsin, as a site for a home for aged and incapacitated barbers, provided a fund of \$50,000 can be raised for erecting the necessary buildings to put the project in effect.

The tract is located in the Northeastern part of Monroe County and lies near the main line of the Chicago, Northwestern & St. Paul railroad at a distance of about 200 miles from Chicago. The land is partly under cultivation and partly wooded and is in a section of the state noted for its fertility. It is said to be an ideal site for a project such as Mr. Fitch has in mind.

The project of raising the necessary funds for buildings will be undertaken by the Associated

Master Barbers of America and will form a part of an intensive drive for membership by that organization. Mr. Fitch has always been intensely interested in improving the standards of barbering, having started his career as a barber, later becoming a shop owner and finally developing into one of the country's largest manufacturers of barbers' supplies.



FRED W. FITCH

In spite of the fact that the prevailing tendency in factory construction today is to long, low and comparatively narrow buildings, the Colgate-Palmolive-Peet Company has erected a 137 foot tower on a plot of ground the dimensions of which are 24 x 48 feet. This building towering above industrial Armourdale, Mo., is for the manufacture of beads of soap, a new product of the company.

The unusual shape of the building results from the manufacturing process to be carried on within its towering walls of sheet metal, a mere shell around heavy, intricate machinery. Briefly this process consists of spraying liquid soap and hot air into the top of a huge, insulated tank in the tower. In falling little globules of soap are formed. They harden as they are cooled in a 10-story drop, the air at the lower part of the tank being cooled. The soap beads then are forced up to the top of the tower again, and the air is removed.

* * * *

E. M. Fougere, perfumer and chemist for the Walgreen Company of Chicago, has resigned his position. Prior to his connection with the Walgreen Company, he was, for more than five years, the chief chemist and perfumer of Darnee, Inc., of New York City, a subsidiary of the Owl Drug Company which merged with the United Drug Company in January, 1930. Before returning to New York City, Mr. and Mrs. Fougere will make an extensive motor tour through the Central and Southern States.

* * * *

Miss Margaret Brainard, manufacturer of a line of cosmetics, 654 Madison ave., New York, including creams, astringent, skin tonic, etc., has incorporated under the name of Margaret Brainard, Inc., for \$50,000. The officers are Margaret Brainard, president; Isabel Leighton, vice-president; and Mrs. Lester P. Moss, treasurer. Working in co-operation with the officers is an advisory board consisting of a lawyer, an actress, and a stylist.

Coincident with the incorporation of the business has been started an intensive advertising campaign in which national magazines will be used.

Miss Brainard started the manufacture of creams many years ago, but it has been only the past two years that she has commercialized her products. Having a technical knowledge, as well as a practical one, obtained from her studies in cosmetic chemistry at Columbia University, she became interested in light radiation and its efficiency in the application of creams. As a result she developed the Cosre lamp by which creams may be applied by the individual at home without the necessity of massage.

Among the recent additions to the Margaret Brainard line are an astringent, a sun burn lotion, a lipstick and six eye shadow colors.



MARGARET BRAINARD

Mr. and Mrs. E. L. King and Mr. and Mrs. Ralph G. Boalt, of Winona, Minn., sailed on the *Ile de France*, October 3 for a visit of about two months in Europe. Mr. King is vice-president of the J. L. Watkins Co., with which his son-in-law, Mr. Boalt is also connected. The party spent several days in New York City, just prior to their sailing, and Mr. King and Mr. Boalt



RALPH G. BOALT AND E. L. KING

visited some of their friends in the trade here. The accompanying photograph was taken at the time of their call at the editorial offices. They expect to visit England and several countries in Continental Europe.

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Employees of the Procter & Gamble Company, who are in its profit-sharing system, received dividends of more

than \$900,000 for the twelve months ended June 30, it was announced on August 8th. This is the largest sum ever paid to them in a year since the plan was inaugurated in 1887. The company has also a system at all of its plants whereby the employees are assured a minimum of forty-eight weeks' work a year with full pay.

Employees who are in the profit-sharing plan either own outright or have subscribed for 235,636 shares of the company's common stock, which has a current market value of about \$18,000,000.

The Procter & Gamble Company reports for the fiscal year ended on June 30 gross sales of \$203,365,610 and a net profit of \$22,450,600, after all reserves and charges. This compares with gross sales of \$202,213,831 and a net profit of \$19,148,933 for the previous year, an increase of \$1,151,778 in the former item but one of more than \$3,000,000 in the latter. Both sales and profits for 1930 are new high records. The small increase in gross sales was explained by the lower prices prevailing for the company's products. Earnings for the common stock were at the rate of \$3.37 a share.

* * * *

Arthur Bell in charge of the St. Louis office of Dodge & Olcott Co., New York, and connected with that house for the last 35 years has retired from active business owing to failing health. He has been succeeded by George W. Collins. Mr. Collins goes to St. Louis from the New York office where he has been located for five years.

* * * *

Mr. and Mrs. John H. Hershman are rejoicing in the birth of a daughter on October 14. We are pleased to report that both mother and daughter are doing well. Mr. Hershman is vice-president of Charles of the Ritz, Inc., New York.

A radio advertising campaign definitely linking the corner druggist of America with the many families that support his business is being conducted by the Iodent Chemical Co. in a new series of its "Big Brother Club" programs over a National Broadcasting Company network of 21 stations.

The weekly radio entertainment will be amply supplemented by trade paper and daily newspaper advertising, all preaching the same gospel of "patronize your neighborhood druggist", and picturing the druggist as the active friend and counselor of his neighborhood that he is.

The new Iodent programs started Sunday, September 28, at 7 p.m. E.S.T. with broadcasts at the same hour each succeeding Sunday evening. As an added feature, it is planned to have "Big Brother Bob" Emery make personal appearances in various broadcast centers during the fall months.

Fred F. Ingram, Jr., has resigned his connection with Florian, Inc., Detroit, manufacturers of toilet preparations for men. Sales of the products of Florian, Inc. have been taken over by the Armand Co., Des Moines, and sales headquarters have been transferred to that city. Carl Weeks, president of Armand will have complete charge of Florian sales activities in the future. The Florian line, a creation of Mr. Weeks, has been manufactured at the Armand plant in Des Moines but sales headquarters have been in Detroit under the direction of Mr. Ingram.

Affiliated Products Co., St. Louis, manufacturer of perfumes and toilet preparations has purchased a factory, known as the S. & K. factory in Port Chester, N. Y. According to announcement the plant will be used for manufacturing and about 100 people will be employed in it.

Everett B. Overton, vice-president and treasurer of the Overton Hygienic Mfg. Co., Chicago, was a visitor to the trade in New York early in October. Mr. Overton motored from Chicago to Boston for the convention of the American Legion in that city and, after visiting some of the leading firms in New England, came to New York on his way back to Chicago. He says that business in the Middle West is showing improvement and that the trend in sales of his company has again turned upward. While in New York, he visited the plant of Givaudan-Delawanna, Inc., at Delawanna, N. J., and also called on other houses in the raw materials trade as well as manufacturers of finished toilet goods.



EVERETT B. OVERTON

The J. B. Williams Company, Glastonbury, Conn., Williams shaving cream, has appointed the Ralph H. Jones Co., Cincinnati, to direct its advertising account.

Clement Davies, K. C., famous counsel and member of Parliament, has been elected to a seat on the board of Lever Brothers, Ltd., Port Sunlight, England.

Albert F. Schmulde has been elected secretary of Bowey's Inc., Chicago, manufacturers of flavoring extracts and other specialties for the food trade.



ALBERT F. SCHMULDE

He succeeds the late Carlisle D. Craig, who had held that position for many years prior to his death in July.

Mr. Schmulde formerly headed his own business in Chicago and before that was vice-president and general manager of Hardinge Brothers, Inc., manufacturers of precision machinery and oil burners. His long experience in several industries has fitted him admirably for taking over his new duties and his record of accomplishment indicates that he will be able to fill its exacting requirements.

H. H. Raynor is no longer connected with Angela Varona, New York City. Mr. Raynor had been with Miss Varona for the past year as vice-president and general manager and prior to that had held similar positions with several of the well known beauty preparation houses. Among the firms with which he has been connected are Pierre, Inc., Chandon Co., Elizabeth Arden, and V. Vivaudou, Inc.

M. Whitebone has joined the sales staff of Prince Matchabelli Perfumery, Inc., New York City, manufacturer of the Matchabelli line of perfumes. Mr. Whitebone is at present covering the middle western territory where Prince Matchabelli advises us he finds much improved business conditions. Prior to his present connection, Mr. Whitebone was a member of the sales organization of Helena Rubinstein, Inc.

Among the important gifts to Columbia University, recently announced by President Nicholas Murray Butler, is one of \$5,000 for research in the chemistry of perfumes and toilet articles. This generous donation was made by G. A. Pfeiffer, president of Richard Hudnut, New York.

The Old Colony Distributing Co., Boston, is putting out an interesting combination known as the "Folda-brush Shavo Kit." This consists of a razor, tube of shaving cream and a folding brush, small enough so that it may be carried in the vest pocket. An elaborate advertising campaign through the Kenyon Co., Boston, advertising agents, is planned.

Jean Bagaroff, head of Bagaroff Freres, Sofia, Bulgaria, returned to the United States, his adopted country, on the *Aquitania* October 18. Mr. Bagaroff will spend some time here visiting consumers of otto of rose.

Mr. and Mrs. Burton T. Bush have announced the marriage of their daughter, Margaret, to Stanley Page Ham. The wedding ceremony was performed at the Community House in Mountain Lakes, N. J., on October 4. Mr. and Mrs. Ham will be at home after December 1, at 100 North Country Club Drive, Schenectady, N. Y. Mr. Bush is assistant manager, aromatics division, of the Newport Chemical Works, Inc., Passaic, N. J.

J. H. Richards is now representing Primrose House, New York, in the Middle West, with headquarters in Chicago. Mr. Richards was formerly connected with Jane Curran, Inc.

Roger Firmenich, son of Fred Firmenich of M. Naef & Cie., Geneva, Switzerland, who are represented in the United States by Ungerer & Company, New York, arrived in New York on October 12, and will spend about a year here studying American research and manufacturing methods in the organic chemical industry. Mr. Firmenich will work for a time in the organic laboratories at Columbia University, studying research methods with Col. Marston T. Bogert. He has already received his doctor's degree from the University of Paris and is a graduate of the Polytechnic school of Zurich with a chemical degree. During the last few months he has been engaged in research work in therapeutic chemistry in the Pasteur Institute in Paris.

His extensive studies both abroad and here will afford him an excellent background for a career in the business which has been so successfully conducted for many years by his father and his uncle Philippe Chuit, partners in M. Naef & Cie.

Dr. Julius Schaal, well known soap chemist of Hamburg, Germany, has just completed an extensive trip through the Eastern states, consulting with leading soap manufacturers. This is Dr. Schaal's first visit to the United States and he is quite pleased with the reception accorded him in the soap industry, claiming a very successful trip in every respect. His book *Die Moderne Toiletteseifen-fabrikation*, and numerous scientific and technical articles appearing in the *Seifensieder-Zeitung* had already made his name well known here. Dr. Schaal has patented several soap manufacturing processes and is head of the consulting laboratory in Hamburg which bears his name. In addition to his many activities, he directs an institute for technical instruction in soap manufacture in Hamburg and has been associated in soap technology and research for over forty years.

It is Dr. Schaal's intention to spend the next few weeks visiting the soap manufacturers of the central and western states before his return to Germany in December.

Mrs. Alois von Isakovics has announced the marriage of her daughter, Rosa Ann, to Russell Glover McLennan. The wedding ceremony was performed at Monticello, N. Y. on October 4th. Mrs. von Isakovics is head of Synfleure Scientific Laboratories of Monticello.

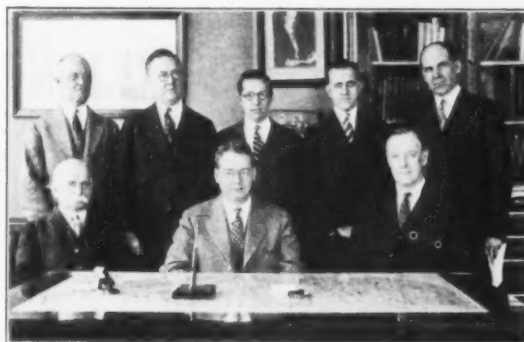
J. B. Maubert, dean of the perfumers in Grasse and father of Maurice Maubert of P. Robertet & Cie., celebrated his 81st birthday on September 21. Mr. Maubert was born in Grasse in 1849 and began his career in the perfume industry there in 1868. He is still active and in spite of his advanced age retains his keen sense of smell and his appreciation of fine odors. An informal celebration was held at his home on his birthday in which many of his relatives and friends participated. We extend our heartiest congratulations to the dean of Grasse perfumers on his anniversary.



J. B. MAUBERT

The Klenzit Laboratory, Sacramento, Calif., has developed a new soap powder in which rice hulls are used as an abrasive material. The hulls are a by-product of rice cleaning and polishing operations and are available in large quantities at a comparatively low cost. The product will be placed on the market in the near future.

The accompanying photograph is published in recognition of a company which, judging from the length of service of its executives must inspire loyalty in



EXECUTIVES OF E. L. PATCH CO., R. L. PATCH, PRESIDENT, CENTER FRONT ROW

its employees. It shows the executive personnel of the E. L. Patch Co., Stoneham, Mass., and the average length of service of those in the group is 21 years. This is a record of which any company may be justly proud. We should be pleased to hear from other companies in our industry which can equal or exceed this record.

The Rossville Commercial Alcohol Corporation, Lawrenceburg, Ind., last month held its first Eastern and Western sales conventions since the merger.

The Eastern meeting was held September 9 and 10 at the Hotel Commodore, New York City. Addresses were made by H. I. Pepper, chairman of the board; Victor O'Shaughnessy, president; and Eugene A. O'Shaughnessy, vice-president. The convention took the form of round-table discussions, and short speeches were also made by F. C. Goldsborough, Eastern sales manager and by Joseph Wafer, divisional sales manager. At the conclusion of the convention, Mr. Goldsborough entertained the twenty-two Eastern representatives at a theatre party at "Flying High" at the Apollo Theatre.

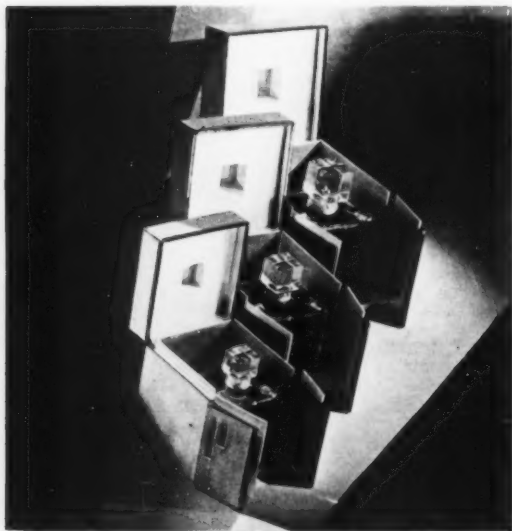
The Western sales convention took place at the Hotel Havlin in Cincinnati, September 23 and 24. Like the Eastern convention, it was made up of round-table discussions and talks by Mr. Pepper and Messrs. O'Shaughnessy. At the conclusion of the meetings, the representatives from all western territories enjoyed one of the last performances of the late Jack Donahue in "Sons o' Guns," at the Shubert theatre.

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J. Edward Young Jr., of Thurston & Braidich, New York City, sailed on the *Orizaba* October 17 for a visit of about three weeks in the vanilla producing and curing sections of Mexico.

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Elizabeth Arden, New York, has recently created four new odors, "Mon Amie Elizabeth," "Le Rêve d'Elizabeth," "La Joie d'Elizabeth" and "L'Amour d'Elizabeth." The "Mon Amie," as the name signifies,



THREE NEW PERFUMES BY ARDEN

indicates friendship symbolized in fragrance; "Le Rêve d'Elizabeth," the exotic, tantalizing odor, especially suited for furs; "La Joie d'Elizabeth," suggestive of the deep joy of living; and L'Amour d'Elizabeth, the beauty and warmth and the happiness of love in a bouquet odor. These four odors are put up in attractive glass bottles shown in the photograph.

That the ancient Greeks understood the value of beautiful containers for their cosmetics as well as the art of designing them is evidenced by samples of jars used for this purpose recently acquired by the University of Pennsylvania. Through the courtesy of the University we are privileged to present a photograph of one of these jars together with a drinking cup of



ANCIENT GREEK COSMETIC JAR AND CUP

about the same period. Their date has been established by H. F. H. Jayne, curator of the University's museum as approximately 600 B.C.

These jars, called pyxides by the archeologists, compare more than favorably with many of the containers used by cosmetic manufacturers of the present day. They are made of pottery and are about twelve inches in diameter, the tops being surmounted by four horses of exquisite workmanship. Simplicity, beauty and utility seem to be combined in these containers, which might well furnish inspiration to some of our modern manufacturers of powder and cream jars.

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Victor Hasslauer, head of Etablissements Victor Hasslauer, Paris, specialists in musk, civet and other perfume raw materials, is spending several weeks with Compagnie Parento, Croton-on-Hudson, N. Y., his American representatives. Mr. Hasslauer is calling on the toilet goods manufacturers in this country. He believes that prospects are bright for further expansion of perfume business in the United States and states that he is gratified with the share of this growing business which is reaching his own house through the American agency.

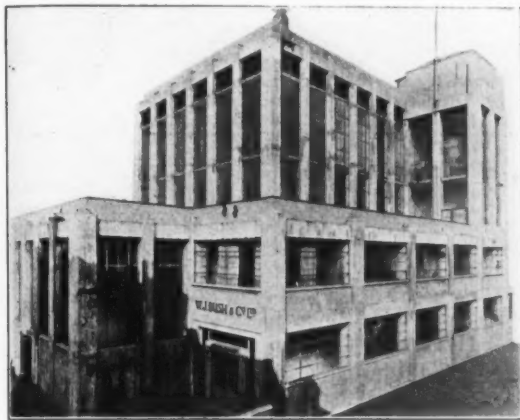
D. E. A. Picciano, secretary of Compagnie Parento attended the meeting of the Beauty and Barber Supply Dealers Association, held at Chicago early in October. Mr. Picciano, who is chemist for the company, reports that the convention was a lively one and that business conditions in the West show promise of a rapid recovery.

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Fries & Fries, Inc., Cincinnati, have advised us that they have taken a new factory in the suburbs of that city located at 1540 Brewster avenue. This company, headed by Robert G. Fries, now manufactures the line of compounds formerly made by Fries & Fries Co. New offices in New York City have also been taken, located in the Mohawk Building at 160 Fifth avenue. The New York phone is CHelsea 0560; the Cincinnati number is WOODburn 5952.

R. R. Webb, treasurer of W. J. Bush & Co., Inc., New York, returned on the *Dutchess of Atholl* via Montreal, on Sept. 20th, taking the opportunity to spend some time with M. St. Alphonse, treasurer of the Canadian company.

Mr. Webb returned from a visit of about a month in Europe; most of his time was spent in England where he conferred with his uncle, James M. Bush, president of the company, and other officials of the parent house in London. He also visited the company's connections in Grasse.



NEW POWER PLANT OF W. J. BUSH & CO., LTD., LONDON

Mr. Webb advises that W. J. Bush & Co., Ltd., recently completed the erection of a central power plant at their chief works in Hackney, London, a photograph of which is shown herewith. This central power unit embodies all the latest developments and supplies light, heat and power for the entire plant, and thereby makes the company independent of the municipal electric supplies.

The other photograph is a recent airplane view of the Linden, N. J. plant of W. J. Bush & Co., Inc., of New York. The company owns a considerable amount of property immediately surrounding the plant, affording ample room for expansion.



LINDEN, N. J., PLANT OF W. J. BUSH & CO., INC.

Glyco Products Co., Inc., Brooklyn, N. Y., have advised us of the appointment of Edward Rosendahl as technical advisor and contact chemist.

Mr. Rosendahl brings to his new position a well rounded experience and is already known to many in the industry. Educated at the University of Manchester, England, where he was graduated with a B.S. degree, Mr. Rosendahl was first connected with the British Dyestuffs Corp. of Manchester as assistant research chemist. Following this he resided in the Near East for five years at Bagdad, Iraq, where he was professor of senior English and chemistry at Sassoon College. It was during his sojourn there that he first met Miss Glickman, an American girl on tour through the Near East. Last November they were married in the United States.

Mr. Rosendahl's first business association in this country was with one of the large makers of synthetics as research chemist in its plant. In his new connection he will specialize in servicing the company's accounts and in general research work in the toilet preparation and allied industries.

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Ungerer & Co., New York, has appointed Walter S. Goff as assistant to Harry J. Ahles, manager of its Chicago office, 300 North Clark street.

Mr. Goff is well acquainted with the trade in the Chicago territory as he has served in a similar capacity in an allied line for the past several years. Prior to going to Chicago, he spent about five years in the New York drug manufacturing field. He will undoubtedly prove of great assistance to Mr. Ahles in handling the growing Ungerer business in Chicago and the Midwest.

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Contract has been let by the Ceresine International Products Co., Inc., Columbus, Ga., for the erection of the first unit of a plant at either Warm Springs or Durand where the company will begin the manufacture of face powder from clay. The Maryland Metal Building Co., Baltimore, has the contract for construction of the building.

Frank J. Lynch, president of the Sun Tube Corp., Hillside, N. J., has written a most instructive and interesting article which appeared in a recent issue of *The Iron Age*. He discusses the engineering and production problems involved in the management of a plant of small or moderate size and gives some of the reasons why his own company has continued to operate so successfully during the last year.

The article discloses that the Sun Tube Corp., has worked on a basis of rigid standardization of its product, manufacturing only a limited number of sizes and consistently refusing to alter this policy. He points out that his company has not followed fixed ideas with reference to production, but has attempted successfully to develop methods calculated to advance the particular sort of production which it has in hand. As an example he states that three separate units of different sorts are manufacturing tubes in the plant, two of which will be superseded as soon as one definitely proves itself the best.

This policy has resulted in a very radical obsolescence and replacement policy to the end that machines in use in the plant rarely wear out. They are discarded as obsolete long before they have finished their possible usefulness.

Labor and wage payment systems are also unusual, being adapted to fit the needs of the organization. Direct labor is discouraged as much as possible while indirect labor is compensated through a liberal bonus system which has the effect of stimulating production and introducing new methods. Finally a system of executive responsibility, which enables the replacement of any executive in the organization without detriment to the processes of production, has been adopted.

Mr. Lynch describes all this in very interesting and entertaining fashion in his article which is elaborately illustrated with photographs taken in the Sun Tube plant. Those of our readers who are interested in production problems will do well to read it.

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H. Brinsley Bush, nephew of James M. Bush who is head of W. J. Bush & Co., Ltd., London, has left New York for National City, Calif., where he will spend the next three months at the plant of the W. J. Bush Citrus Products Co., producers of California oils of lemon and orange. Mr. Bush has been spending the last six months in New York, at the offices of W. J. Bush & Co., Inc., where he has taken an active part in the direction of the American company. After his visit to California he will return to his position in the London offices.

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Mr. and Mrs. P. D. Campbell of Evanston, Ill., have announced the engagement of their daughter, Janet, to Dalton Adams of Milwaukee. Mr. Adams has been connected with E. A. Bergnall Co., of that city, and was recently elected secretary of the company.

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E. W. McGuire, Jr., has joined the Oil States Petroleum Co., New York, in charge of sales for the white oil and petrolatum division. Mr. McGuire has been identified with the industry for over four years and in this time has acquired a broad knowledge of the uses for petroleum products.

Sol Gross, senior partner of the American Beauty Co., New York City, has returned from a business trip to the Pacific coast which included stops at the principal cities. Mr. Gross reports that business conditions show a steady improvement and that the tendency appears to be towards the newer Parisian shades of liquid nail polish.

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Jacques Riedweg, perfumer and sales representative for L. Givaudan & Cie., Geneva, Switzerland, will sail from San Francisco October 24, for Japan, China and other parts of the Far East, returning home that way after his extended American trip. Mr. Riedweg arrived in the United States early in September and after conferring with Dr. E. C. Kunz and other officials of



JACQUES RIEDWEG

Givaudan-Delawanna, Inc., New York, the American company associated with his house, he left about the middle of September for a tour of the principal cities of the country.

Starting at Atlanta, Georgia, he visited Givaudan customers, through the South, Middle and Far West, and called on and advised with the company's representatives in all parts of the country. Mr. Riedweg has had many years experience in practical and technical perfumery and his services as a traveling representative and consultant have been of great value to his house.

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Construction of an auto laundry is a building project at Fourth and Flower streets which will give Los Angeles the largest automobile laundry in the world. With a capacity of 750 cars daily, the auto laundry will give work to 150 men, thereby advancing employment and adding to the prosperity of the city.

Construction of this project, representing an investment of approximately \$75,000, will have an important effect in the development of the north section of Flower Street Improvement Association. The laundry will have a frontage of 240 feet on Flower street and will extend 330 feet in depth with an entrance on Figueroa street. Morgan, Walls and Clements are the architects of the building, and S. N. Benjamin has the contract.

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Mr. and Mrs. William Jay Schieffelin of New York have announced the engagement of their daughter, Barbara, to Charles Ion Carr Bosanquet of Rock Moor, Alnwick, Northumberland, England. Mr. Bosanquet is manager of the research department of Lazard Frères, London. Miss Schieffelin's father is well known to our readers as former head of Schieffelin & Co., wholesale druggists of New York and president of the Druggists Supply Corporation.

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Boncilla Laboratories, Inc., Indianapolis, manufacturer of Boncilla toiletries, has appointed Ruthrauff & Ryan, Inc., Chicago, as its advertising agency. Magazines will be used.

D. Luis Duvergey, travelling representative of Th. Mühlethaler, Nyon, Switzerland, passed through New York, early in October on the way home from a seven months' trip through South America. He sailed from here on the *Paris*, October 10. Mr. Duvergey says that while business was fair in South America, he found that unsettled political conditions had disturbed the markets for commodities and that until conditions were better politically, there could be no resumption of business on a normal scale. He covered virtually all South American countries on his visit. His house has been one of the most active of the raw material manufacturers in the cultivation of this important market, having sent a representative there annually for many years past.

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Sherwood Petroleum Company, Inc., of Brooklyn, N. Y., has established a branch office and factory in Chicago, Ill., at 1725 W. 74th street, which are under the management of Victor L. Roberson, well known to the pharmaceutical and cosmetic trade in the Midwest.

The new plant is established primarily for the handling of American white mineral oils and petroleum and a full stock of Russian oil, foreign waxes and "Polybasic Odeurs" is likewise carried in Chicago for the convenience of the trade.

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Among the British companies soon to be dissolved, according to a list published in the *London Gazette*, are Regal Perfumery Co., Ltd., and Yetta Soap & Oil Co., Ltd.

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Mia-mi, perfumers, has been established in Sao Paulo, Brazil by Georges Acuna, well known to our readers through his connection with the essential oil and perfume trades in New York. Mr. Acuna developed this company and its line as successors to a former manufacturer in Brazil which marketed a perfume under the



DISPLAY OF MIA-MI PRODUCTS

trade name "Mimi" which had to be discontinued because of conflict with another line. The new company has been in existence about six months and is already enjoying a considerable distribution. The accompanying photograph shows a group of its products forming an interesting display at a recent exposition in Rio de Janeiro.

Francis Chilson has resigned as factory manager of the Marinello Co., New York City, and is starting in business on his own account as a consulting production engineer in the toilet preparations and drug fields. Mr. Chilson is well known in the toilet preparations industry, not only through his work in actual production problems but also as a contributor of interesting and instructive articles on his specialty in the technical and trade press. His entrance into the less limited field of consulting work will be welcome by many of his friends in the industry.



FRANCIS CHILSON

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The Burma-Vita Company, Minneapolis, Minn., manufacturer of Burma-Shave, a brushless shaving cream, has appointed Batten, Barton, Durstine & Osborn, Inc., to direct its advertising.

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Advertising by Colgate Palmolive-Peet Co., using an endorsement of Colgate's dental cream by Dr. Shirley W. Wynne, Health Commissioner of the City of New York, has raised a storm in medical circles and, according to press reports, may result in material changes in the leadership of the New York County Medical Society and possibly in the American Medical Association. Dr. Wynne was charged by the County Medical Society with unethical conduct in giving the Colgate product his endorsement and was to have been tried on this charge. He promptly resigned from the society and demanded a public hearing and his resignation has been accepted. His friends in the Society are said to be starting a movement for his reinstatement and election as president and to have gained considerable support for this project.

Dr. Wynne is said to believe that the attack upon him was inspired by Dr. Morris Fishbein, editor of the *Journal of the American Medical Association* and generally conceded to be the controlling factor in that organization. Dr. Fishbein has drawn the fire of numerous reputable physicians for some of his activities in the past and it is believed that if Dr. Wynne should be elected president of the New York group, Dr. Fishbein would speedily be dethroned.

Dr. Wynne's endorsement, for which he states he was not paid, was along the lines of recent Colgate advertising to the effect that the sole purpose of a dentifrice was to clean the teeth and that medicinal claims on the part of dental cream manufacturers were not well founded. The present situation is of more than usual interest to the toilet goods field not only because of its interest in dental preparations but also on account of the position of Dr. Fishbein and other Medical Association authorities on cosmetic legislation.

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Parfums Astrologiques, Cie., New York City, has appointed Louis H. Frohman, New York, advertising, to direct the advertising and sales promotion of its new line of twelve perfumes.

The attractive new building of Cinderella Cosmetics, located at 2218 University avenue, St. Paul, was opened with appropriate ceremonies on October 6. Assisting at the opening were Governor Christiensen of Minnesota, Mayor Bundlie of St. Paul and Mayor Kunze of Minneapolis, and the actual unveiling was done by Claire Windsor, motion picture star.

The building is of modernistic design and was de-



NEW PLANT OF CINDERELLA COSMETICS

signed by Werner Wittkamp, who embodied in it some of the ideas of J. L. Sinykin, president of the company. Parts of the walls have inlaid molded plastic panels finished in mahogany and the whole building carries out an upward sweeping design to a glass and stone tower at the top which is lighted both externally and internally in colors.

The inner decorations of the showrooms and salons are finished in silver and orchid while the entrance and main hallway are in black and silver, the doors being of the latter tone. Beautifully decorated offices, ample space for manufacturing and splendidly equipped laboratories complete a very modern and up-to-date plant.

Associated with Mr. Sinykin in the management of the business is J. P. Kozburg, vice-president and treasurer. The company has just advised of the appointment of Frederick Christ, formerly perfumer for Frederick Stearns & Co., Detroit. Mr. Christ is well known as a perfumer and chemist and his addition to the staff of the Cinderella company will undoubtedly be of material assistance in building up the line.

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The Tartaroff Company, Chicago, manufacturer of Tartaroff, a liquid tooth-whitener, has placed its advertising account with the Levy-Myerson Agency, advertising agency of that city.

A. A. Slade, president of Baronet-Lorna Co., Inc., New York, has just completed a ten weeks business trip throughout the United States and Canada. Mr. Slade's itinerary took him as far South as Dallas, Texas, and covered as well every major trading center in the North West, Middle West, and along the Coast.

Baronet-Lorna Company, embarked on a policy of expansion about a year ago and in addition to representation in the principal cities, the company maintains warehouses at San Francisco, Los Angeles, Chicago, and Dallas, Texas. The purpose of Mr. Slade's visit was to inspect the numerous offices and line up warehouse stocks for the fall trade. Holiday buying is considerably deferred this year and Department Stores generally are placing only sample orders. However, all seem to agree that there will be volume business later. The last three weeks showed a marked improvement and Mr. Slade claims that Denver "doesn't even know there is a business depression." The recent general election in Canada has clarified the business situation there.

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Organico, Nanterre, France, is one of the houses in our industry whose products played an important part in the recent remarkable flight of Capt. Costes in the *Question Mark*. This plane, we are advised by the company, was painted and varnished with "Avionine" varnish, the plasticizers for which are manufactured and sold by Organico.

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Felix Gutkind, Malaga, Spain, has advised us of the incorporation of his house as Felix Gutkind, S.A. No change in the management or methods of the house has been made. It will continue along the same lines and under the same direction as heretofore.

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The two young ladies shown in the accompanying photograph are not proceeding sedately homeward after an evening spent



in one of New York's best night clubs. No, indeed! They are on their way to work in one of Berlin's better sort of offices and have merely stopped in front of the Schwarzlose shop for their morning dash of perfume. This well known German house has adopted a new method of advertising, that of spraying its wares into the

air in front of its shop so that the passer-by may become "perfume conscious." If you time your visit properly, you may get a daily dash of perfume, your favorite odor, free, gratis and for nothing. Why buy when Schwarzlose "atomizes" you on the way to work and on the return trip as well?

At the recent annual meeting of Procter & Gamble Co., Col. William Cooper Procter, chairman of the board, stated that the company's new plant at Baltimore was completed and in operation although not at capacity and the new plant in Long Beach, Calif., would be completed by the end of 1931. He referred to the purchase of the British firm of Thomas Hedley & Co., as affording a nucleus for important expansion on the European continent. Referring to general business conditions, Col. Procter said, "In our opinion, we have passed the bottom of the curve and business is slightly but unmistakably better and in our opinion will continue to improve slowly." Directors of the company were re-elected and the employee directors as chosen by the workers were approved by the board.

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Marcel Billot, perfume chemist for Houbigant, Inc., New York City, for several years, and well known in the trade and industry here, expects to sail for France on the *Ile de France*, October 23. Mr. Billot, according to present plans, will remain in Europe and will be connected with the house of Houbigant in Paris. His place in the New York organization will be taken by Michel de Beaulieu who has been connected with the Houbigant organization abroad for some time and has been in the United States for the last few months preparing himself for undertaking his new duties.

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The Demilo Co., Detroit manufacturer of toilet preparations has moved to new quarters where better facilities are available for serving its customers. The new address is 2250 Grand boulevard and the telephone number WALnut 6117.

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Ch. Revillon of the firm of Payan & Bertrand, Grasse, France, sailed on the *Paris*, October 10, after a visit of a month to the American trade. He made his headquarters with the American representatives of his house, Belgian Trading Co., New York, and with Armand Batta, head of that company, visited the trade both in the East and through the Middle West going as far as Chicago and St. Louis.

Mr. Revillon expressed himself as deeply grateful for the cordial CH. REVILLON AND ARMAND BATT reception which he was accorded by everyone in the industry and as enthusiastic over the prospects of growing business in the toilet preparations field in America. During his trip, he found business conditions improving especially in the West. The accompanying photograph of Mr. Revillon and Mr. Batta was taken on a recent visit to the editorial offices.



The Vadeco Sales Corporation, New York, Vivaudou products, etc., has appointed the Kling-Gibson Company, advertising agency, to direct its advertising account. The account will be handled through this agency's New York office.

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Percy Brown, sales manager for the Brass Goods



PERCY BROWN

Manufacturing Co., Brooklyn, N. Y., has left for an extended business trip to the New England states, Canada, the Middle West and the South. Among the cities he will visit are Chicago, St. Louis, Indianapolis, Cincinnati, Detroit, Toledo, Akron, Cleveland, Buffalo, Toronto, Boston, and Springfield, Mass.

Mr. Brown expects to be gone over a month and it is his purpose to spend considerable time in each city calling on the trade, renewing acquaintances, and making new friends.

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The Container Corporation of America, Chicago, has developed a new method whereby corrugated shipping containers may be produced in a wide variety of colors, virtually making display boxes out of these containers. Patent applications covering the process have been made by the company. At present these new containers are being produced only at the Anderson, Ill., plant but plans are under way for the extension of the service to other plants as well.

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The McKay Company, New York, has recently taken over an additional floor at its present location, 275 Water street. This gives this progressive concern two complete floors which will house its laboratories and general offices. In addition to this concrete evidence that business is good with them, C. R. McKay advises us of the appointment of four new sales representatives who will cover the glass trades featuring the company's liquid frosting.

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George Lueders & Co., New York, have advised us that Arthur G. Fox has joined their organization and will be attached to the Chicago office.

Mr. Fox is well known to our readers through his long connection with the industry, and his appointment materially strengthens the Lueders Chicago organization. His new connection dates from October 15.

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On a recent trip to Wichita, Kansas, H. W. Whipp, district manager of the Kansas and Missouri trade territory for the manufacture of Gold Dust, described the nation wide campaign of publicity and expansion which is now under way to make Gold Dust still better known. Mr. Whipp was very optimistic as to business conditions for 1931 and stated that their extensive plans for "expansion and development in the future does not sound like a depression measure."

We are advised by Belgian Trading Co., New York, that Dr. Giuseppe Romeo-Filecamo of Reggio, Calabria, Italy, whom they represent in the United States for the sale of citrus oils, has been called to Rome by the Italian government to act as one of the Commissioners in charge of studying methods of combatting adulteration of bergamot oil under the plans recently adopted by the government. The work of this commission is being closely watched by importers and consumers of the oil in this country, and it is hoped that much will be accomplished toward clearing up a rather unsatisfactory situation.

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Charles R. Walgreen, Chicago, head of the Walgreen chain of drug stores, has again been chosen to head the Associated Chain Drug Stores, whose annual convention was held in New York recently. Mr. Walgreen has been president of the association for several years.

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A most striking display which won the grand award at the recent International Exposition at Barcelona, Spain, was that of the Lockwood Brackett Co., of Boston, importers of "Laco" castile soap and other olive oil products. The beautiful bust, which stands at the back of the booth, is carved from a large block of solid castile soap. The display included other products of the company, also featured certificates and awards received at other recent expositions.

Unusually interesting is the insert of the Rossville Commercial Alcohol Corp., in the advertising section of this issue. It illustrates the famous Rosetta stone and the Confederate Memorial at Stone Mountain, Ga., and draws from them interesting analogies on the use of alcohol in industry and the purposes and aims of the Rossville organization.



LOCKWOOD BRACKET CO. DISPLAY
AT BARCELONA

John ter Veer, secretary of Polak's Frutal Works, Inc., New York City, has returned from a business trip to Canada of several weeks, most of the time of which was spent in Montreal and Toronto. Immediately on his return, Erik Vles, treasurer of the company, left for a business trip through the Middle West.

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In a recent article in "Retailing" Carl Weeks, president of the Armand Co., gives his ideas on "What's the Matter with Cosmetics." Mr. Weeks, says that there is nothing fundamentally wrong with the toilet goods business but pays his respects to cut price retailing and PM's as current examples of our difficulties.

Bakelite Corporation's business address remains the same, although the New York offices of the Company have recently been moved to more ample quarters. Moving day in Manhattan may frequently involve a vertical migration rather than the more usual type. Located since 1923 in the Park-Lexington Building, 247 Park avenue, just north of Grand Central Terminal, Bakelite has recently disposed of its thirteenth floor quarters to take the entire eighteenth floor, formerly occupied by *Liberty* magazine.

The Bakelite Corporation is now about twenty years old. The first New York office was opened at 100 William street by Dr. L. H. Baekeland, in 1910, following his announcement of the invention of the first industrially practical synthetic resins. His material has since become well known under the trade mark "Bakelite," and has entered every branch of industrial activity. The present corporation was formed in 1923 by the consolidation of three companies—The General Bakelite Company, Redmanol Chemical Products Company, and the Condensite Company of America. In addition to the William street address, The General Bakelite Company, had been located at 2 Rector street, and 8 East 40th street.

This year a new factory is being built at Bound Brook, New Jersey, and a sizable increase to the Bloomfield research division is under way.

Alighting from the elevators on the eighteenth floor of the Park-Lexington Building, one enters a conservative, but scientifically impressive, Bakelite salon. The treatment is modernistic, in tones of Georgian green, and is emphasized by contrasting effects in ebony and silver. Most of the wall trim, which at first sight would be mistaken for ebony, is a "Bakelite" product in the form known as "laminated." Layers of paper or fabric are bonded by the initial resin-like material. Pigment provides the color, and it is characteristic of the manufacturing operation that the special surface, lustrous as polished marble, or rich in the subdued dignity of dull ebony, is obtained. The furniture fulfills a prediction which appeared in *Nation's Business* about three years ago. Then, it was predicted that phenol resinoid materials would play an increasing part in interior finishing. Now, in the Park-Lexington Building, one finds chairs in which lustrous black sheets of "Bakelite" material provide the sides. Tables and desks possess "Bakelite" tops. There are about one hundred other applications if the visitor is curious.

One of the most interesting construction features of the new general offices is in the filing department. Occupying a central floor area, the file department is enclosed by a four-foot wall of "Bakelite" sheet stock. Dull ebony finish is again used effectively. The enclosure is equal in height to the file cabinets, and provides an interesting innovation in the office lay-out. The file area occupies about 400 square feet. The synthetic resin partition affords the correct degree of departmental privacy and yet restricts in no way illumination or ventilation.

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The British Institute of Hygiene has issued its certificates for quality, purity, and merit in respect of Vinolia baby soap, cream and powder, the announcement appearing in the current issue of the Institute's "Journal."

Chicago Trade Notes

THE Chicago Perfumery, Soap and Extract Association held its first October meeting on Wednesday, October 1st, at the Midland Club, and the members were privileged to listen to a very stimulating address by Colonel Sydney Storey, member of the U. S. Shipping Board, whose subject was, "Bringing the Ocean to the Midwest." During the business meeting a special sub-committee was appointed to assist chairman Frank H. Pettee in planning the entertainment for the Association's annual fall banquet, which will be held at the Edgewater Beach Hotel on Thursday, December 4th. This new banquet committee consists of Donald M. Clark, of Franco-American Hygienic Co., chairman; Harold E. Lancaster, of Marshall Field & Co.; Joseph A. Gauer, of Fritzsche Brothers, Inc.; H. G. MacKay, of E. N. Rowell Co., Inc.; and Joseph De Lorme, of Riviera Products Co. Requests for contributions for the souvenir gift bags, a distinctive feature of the banquets, have already been sent to the manufacturers. On Wednesday, October 15th, a departure from the usual custom of holding noonday luncheon meetings took place in the form of an evening gathering, at dinner at 6:15 P.M., in the Elk's Club grill. The fact that many new faces appeared proved that an occasional such alteration is well calculated to bring many members to the meetings who find it difficult to adjust their time for the noon hour. After the meeting, chairman Paul H. Pettit of the bowling committee, conducted the members to the Elk's Club alleys and formally opened the fall bowling season. Gatherings will assemble each Wednesday evening at the same place and a tournament is in early prospect.

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Jacques Riedweg, of the Paris office of L. Givaudan et Cie., stopped in Chicago early in October at the office of Dudley F. Lum, manager for Givaudan-Delawanna, Inc., before continuing the extensive tour of investigation which will carry him throughout the Orient and most of Europe.

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Very handsome indeed are the decorations and new facilities installed by J. L. Sinykin in his reconstruction of the quarters occupied by the Cinderella Company, of St. Paul, Minn. Frederick Christ, formerly of Frederick Stearns & Co., was recently retained as chief chemist.

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The Chicago Drug and Chemical Association held its first Fall meeting at the Hamilton Club, on Thursday, September 25th. A good percentage of the members was present to hear a stimulating program.

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A. F. Loertz, of H. C. Whitmer Co., Columbus, Indiana, recently returned to his desk after a serious illness. He is at present spending about four hours a day at his office but a complete restoration of health is expected soon.

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James McConnon, chief chemist for McConnon & Co., Winona, Minn., recently returned from his annual vacation.

Los Angeles Trade Notes

THE Pacific Soap Company, Ltd., Los Angeles, Calif., recently increased their capitalization to \$200,000. The following directors were elected at a meeting held in Los Angeles, September 25th: Edward F. Barton, M. L. Barton, Charles L. Coppage, Daniel E. O'Brien, Eugene Schuck, all of Los Angeles, California.

The Pacific Soap Company reports that conditions are very favorable. The output in September was doubled over that of the previous month. Plans are under way for the exploitation and commercialization of "Schuck's Rapid Saponification Process." In connection with this process it is contemplated to organize a separate company, concerning itself in the manufacture and marketing of a new and unique machine, to which reference will be made at a later date.

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The California School of Technology, Pasadena, Calif., is having plans prepared for a two-story laboratory. The estimated cost is \$800,000. Goodhue & Associates, New York City, N. Y., are the architects.

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The Brunswick Drug Company, Los Angeles, Calif., one of the leading drug houses in the Southwest, has received bids on the 25th of September for a five-story, 100 x 155 ft. laboratory building on Second Street. A. C. Martin, Higgins Building, Los Angeles, is the architect.

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The Board of Regents of the University of California, Berkeley, Calif., will soon award contract for a group of buildings, including laboratory, etc., amounting to \$685,000. G. W. Kelham, 315 Montgomery street, San Francisco, is the engineer. The Board of Regents also awarded contract for buildings devoted to chemical and insecticide research work at Riverside.

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Demanding \$3,100 for a bald spot three-quarters of an inch across, just back of her left ear, Gladys Liddell's suit for damages was on file today in the Superior court. The defendants in the suit were Ed Clark, beauty parlor proprietor, and one of his operators, who was described in the complaint as "Mary Roe." The plaintiff stated she entered the defendant's place of business Aug. 26 last, to have her hair permanently waved. Through the alleged negligence of the defendants her hair and scalp were burned and a permanent scar created back of her ear, according to the complaint.

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The West Coast Glass Company, Los Angeles, a California corporation, has petitioned the court for a voluntary dissolution of the corporation. A hearing will be held on the 10th of October and anybody objecting to the granting of this dissolution must file objections before this date.

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Nassour Bros., Inc., Ltd., Los Angeles, Calif., are now putting on the market a very attractive looking package containing "Superfine Castile Soap Flakes." These flakes are made by "Schuck's Rapid Saponification Process" and have found great favor with the public. William Nassour who spent some time at his parental home, Colorado Springs, is back at his desk again.

Northwestern Trade Notes

ROME HOPKINS, northwestern sales agent, Ross-ville Commercial Alcohol Corporation, spent several days early in October on a trip which took him to the general offices of the corporation in Lawrenceburg, Ind. He stopped also in Chicago and Louisville, Ky. From his Minneapolis office, Mr. Hopkins covers Minnesota, Montana, North Dakota, South Dakota and western Wisconsin.

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Mrs. Agnes McCarthy, proprietor of Miner-O-La Cosmetic Co., manufacturers, was on the road this month in the interest of her company.

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Maurice L. Spiegel of La Maur Products, Minneapolis, attended the four-day convention of barber and beauty supply dealers in Chicago early in October.

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Ernest T. Ferguson, district manager of toilet goods for Colgate-Palmolive-Peet Co. tries to accompany each of his salesmen in their respective territories every 60 days. He covers the states of Minnesota, Montana, North Dakota and South Dakota.

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A petition for administration of the \$90,000 estate of John E. Kraseman, Wauwatosa, Wis., who died Aug. 24, has been filed in county court by the widow, Mrs. Lydia Kraseman. Mr. Kraseman was traffic manager of the Colgate-Palmolive-Peet Co. in Chicago.

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Articles of incorporation have been filed by Dr. Ferdenandes Golden Skin Balm, Liniment & Medicinal Products Co. of West Allis, Wis. The company has been authorized to issue 250 shares of stock at \$100 each. Signers of the articles of incorporation are G. De George, T. Klix and F. Hogenborth.

Circulars, Price Lists, etc.

CONTAINER CORPORATION OF AMERICA, Chicago, has sent us the following interesting circular:

"The latest and most revolutionary development in the history of the corrugated fibreboard industry is the contribution of the Container Corporation of America—MYRACOL—a colored liner which makes practically a display box out of every corrugated container passing out of the shipping rooms of users. Buyers will have a choice of all the colors of the rainbow for their corrugated boxes, thereby obtaining a fine advertising package.

"Attempts to produce colored liners hitherto have been neither resultful nor practicable due to excessive cost to consumer and indifferent printing. For all practical purposes the problem now seems to have been solved as the additional cost, in carload lots or better, is nominal and, in fact, hardly commensurate with the multiplied advantages of the new box in color.

"The new colored liners are produced in all the colors of the rainbow. The name of the product and the manufacturer's name can be worked out in a more distinctive manner to agree with the predominating color of the box and many striking results can be obtained.

"Because of this great attention getting value, boxes in color will identify the goods of a manufacturer and create interest and comment favorable to him and his product.

"Boxes in color can be used to advantage in window displays. Their advertising value is on a par with billboards and car cards at a much lower cost. They attract attention on trucks, sidewalks and shipping platforms.

"Even the tape is in a color that will match the color of the box, thus eliminating the one possible discordant note.

"On the shelves of a warehouse, jobber or retailer, the many different colors of the packages will be a great help in the quick identification of the various goods of manufacturers, saving valuable time.

"Shippers, we believe, will welcome the change from a drab, uninteresting container with limited advertising possibilities to the new box, resplendent in bright colors and 'dressed up' to add class to the goods carried, especially as prohibitive cost is no longer a factor to consider by the buyer."

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THE MERCHANTS ASSOCIATION OF NEW YORK has published for free distribution among its members, a new booklet entitled, *Changes in Customs Administrative Provisions*. A reading of the booklet shows that for the average concern whose business brings it into contact with the tariff, the changes in procedure are likely to be quite as important as are the changes in rates. The booklet takes up seriatim the fifty-two administrative sections of the Act, and explains the new procedure that is called for under each. In virtually all of the fifty-two sections, there have been changes of greater or less importance. Several of the newly written sections mark drastic alterations of the previous code.

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THE NATIONAL RESEARCH COUNCIL, Division of Engineering and Industrial Research, New York City, has issued a booklet of 91 pages entitled *Five Years of Research in Industry, 1926-30*. The booklet, which was compiled by Clarence J. West, gives a selected reading list of technical and research articles compiled from the technical and industrial journals. A list of outstanding books on research is also included.

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ACHEMA, Frankfurt-am-Main, Germany, sends us the Achema Guide covering the long list of exhibitors at the recent exposition. This exhibition of chemical machinery is one of the feature fairs of Germany and the present guide is virtually a catalog of manufacturers of apparatus for the chemical industry of Europe.

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R. F. REVSON Co., New York, has advised the trade of the production of a new cosmetic color adapted for use in lipsticks. In describing this color, the company says: "Perhaps you may be familiar with the manufacture of lipsticks to some extent. They consist of a fatty or waxy base into which are incorporated pigments. However, the indelible types may not contain any pigments although many do. Indelibility is secured by the addition of a Fluorescein derivative, brominated. When this material strikes the skin, the slight alkal-

inity of the skin forms some type of eosin which when produced in this manner is indelible to rubbing although it may be removed with soap and water. Hitherto all of the indelible pinks thus produced would turn bluish after remaining on the lips about a half hour.

"Recognizing that this blue tone was undesirable, we have consulted factors in the industry who have confirmed our feeling that a yellow toned indelible pink was desirable. After several months' work, our factory is now turning out such a color which we have named 'Indelible Pink Naturelle.' It is pure color and not a mixture to produce an effect. It seems likely to be of special importance to brunettes and more especially in moving picture color photography where blue tones of red show up black. It would seem likely that it would be of great interest to South and Central American trade.

"Moreover the shade produced is nearer a true shade than any indelible color yet produced and should fit in with the new Naturalistic movement."

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ARTHUR COLTON Co., Detroit, has sent us a copy of its general catalog No. 10 which describes and illustrates the complete Colton line of machinery for the drug and toilet preparations trade. The catalog is illustrated with a view of the company's plant in Detroit and with excellent photographs of practically all of the machinery offered by the company.

A special feature is a picture and description of the No. 16 Automatic Tube Filling, Closing and Clipping Machine. This machine is designed especially for large users of collapsible tubes and has a capacity of from 75 to 125 tubes per minute, 4 tubes being handled at each operation. An automatic hopper for use with it is also manufactured by the company but is not standard equipment.

The catalog contains 128 pages and enclosed is a current price list.

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The UNITED STATES DEPARTMENT OF AGRICULTURE, Washington, D. C., has published a booklet of 74 pages entitled *American Medicinal Plants of Commercial Importance*. The book describes and illustrates a large number of these plants, both wild and cultivated, and gives interesting hints to collectors. Several important sources of essential oils are discussed.

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THE CONNECTICUT AGRICULTURAL EXPERIMENT STATION has issued its annual report on inspections of foods and drugs. Of the products covered, those interesting to our readers made a splendid showing. Ice cream tests showed only 4 samples substandard out of 306 tests. Soft drinks showed 5 below standard out of 172 tested while olive oil tests of 26 samples showed 8 below the required levels.

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SALES MANAGEMENT devotes its issue for September 27 to its annual "Markets and Media Reference Number." This valuable number contains a large amount of interesting data for the sales and advertising manager including surveys of conditions in virtually all leading industries. A toilet goods survey is included this year for the first time.

J. R. WATKINS Co., Winona, has sent us a copy of its attractive publication, *The Co-operator*, in which we find an excellent description of conditions in the Italian citrus oil industry as reported by Paul Watkins.

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MAGNUS, MABEE & REYNARD, INC., New York, has sent us a copy of its latest catalog. The list, which is attractively designed, contains prices and descriptive information regarding the company's line of essential oils, synthetics, balsams, gums, as well as numerous specialties.

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MARTHA MATILDA HARPER, Rochester, N. Y., has sent us the 42nd Anniversary Number of *Harper Method Progress*. It contains a splendid little history of the house and is most interestingly illustrated with photographs taken in the earlier years of the company's progress.

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EDWARD T. BEISER Co., INC., Riverside, Conn., has sent us its catalog and price list for October-December, 1930. In addition to essential oils, aromatic chemicals and numerous specialties made by the company itself, there are included lists and prices of some of the numerous specialties of P. A. BOMPARD, Antibes, and CHAURET FILS, Grasse, France, for whom the Beiser organization acts as American representatives. In addition to valuable descriptive matter, the list includes a convenient table showing the times of new crops of various essential oils and floral products.

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THE NOISE ABATEMENT COMMISSION OF THE CITY OF NEW YORK has issued its first report which details the results of the commission's study of noise in the city and its effect upon the public. The report is printed in a book of 308 pages which will form interesting reading for those who are interested in the efficiency and welfare of their employees.

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NANCY CRYSTAL Co., INC., New York City, American branch of CRISTALLERIES DE NANCY, Nancy, France, has sent us an illustrated folder showing stock numbers of its line of imported bottles and boxes which are carried in New York. Copies of the circular may be had by applying to the company.

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THE LIONEL TRADING Co., Inc., New York City, has recently sent us a very beautifully illustrated catalog of the products of Parfums Corday, of which they are distributors. The catalog depicts the odors in colored bottles giving below the prices for the different sizes and other products of that odor. Among those listed is the new odor "Quand," packaged in a de luxe black bottle with a yellow and black cap.

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THE MERCHANTS ASSOCIATION OF NEW YORK has issued its annual Year Book and Directory which contains a summary of the work of the association during the last year together with alphabetical and classified lists of the members.

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SYLVANIA INDUSTRIAL CORP., New York City, has sent us a copy of its latest catalog in which it announces sharp reductions in the prices of its specialty "Sylphrap."

GIVAUDAN-DELAUNAY, INC., New York City, has issued a new catalog and price list of its products. It includes aromatic chemicals and numerous specialties, and is attractively bound in blue paper with silver-embossed lettering. Copies may be had upon application to the company.

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UNGERER & Co., New York City, sent us a copy of their wholesale price list for October and November. This contains in addition to a list of essential oils and aromatic chemicals, descriptive material on the specialties manufactured by Stafford Allen & Sons, London, and the products of M. Naef & Co., Geneva, Switzerland, as well as those of Charabot & Co., Grasse, France. The list is attractively printed and contains a directory of the Ungerer branch offices throughout the United States and Canada as well as a list of the foreign houses for which the company is American agent.

British Scientist on Musk Plant's Lost Scent

(Special Correspondence)

Dr. A. W. Hill, Director of the Royal Botanic Gardens at Kew, devoted his presidential address to the Botanical Section of the British Association for the Advancement of Science, holding its annual meeting at Bristol, to "Recent Developments and Present-day Problems in Taxonomic Botany." One of the most interesting problems dealt with by Dr. Hill was the inexplicable disappearance of the odor of musk.

"I fear there must be some here," he said, "who have never smelt musk, but I well remember its characteristic odor and how it was grown in pots in almost every cottage in the country, as it was reputed to keep away flies. As some of you will recollect, musk quite suddenly lost its scent a few years before the War, and apparently, though unfortunately we have no exact records, the loss of scent was universal. Despite repeated efforts no scented musk has since been found, though often reported, nor can I get material or seed from Western North America—the home of the plant—with any trace of the characteristic scent. The plant was introduced to cultivation by David Douglas in 1826, and as far as we know all the wild native plants had the characteristic scent.

"What has happened? Is the musk plant now grown exactly the same as the old scented plant, and, if so, why did all the plants in cultivation as well as those growing wild in British Columbia almost simultaneously, as it would seem, lose their scent? Is this to be regarded as a sudden and universal mutation, and if we assume this, how much nearer are we to an explanation. It would seem a problem worthy of the attention of the ecologist and chemist to attempt, by cultivating the plant in different soils and under diverse conditions, to try to regain the musk scent."

Majority vs. Minority

The trouble is, we attach too much importance to the antagonistic individual. Why should he count among so many millions of right people?—*The Silent Partner*.

In Memoriam for Departed Friends

BOLDT, CHARLES, chairman executive committee, Owens Bottle Co., Cincinnati, October, 1929.

CHIRIS, MME. LÉON, mother of Georges Chiris, present head of the Etablissements Antoine Chiris, Paris and Grasse, France, October, 1926.

CHRONISTER, VAL H., president of the Val-O Chemical Co., Decatur, Ill., October, 1926.

FOX, OSCAR, president of the Standard Extract Works, New York, at Perth Amboy, N. J., October, 1925.

FRENCH, HOWARD BARCLAY, head of the Samuel H. French Co., Philadelphia, at Radnor, Pa., October, 1924.

GOETTING, ADOLPH, retired chief chemist, California Perfume Co., Suffern, N. Y., October, 1929.

GROSSMITH, STANLEY, chairman of J. Grossmith & Son, Ltd., perfumers, London, October, 1924.

HUDNUT, RICHARD, retired head of Richard Hudnut, New York, at Juan-les-Pins, France, October, 1928.

HYATT, HERBERT OGDEN, president and treasurer of the Brass Goods Mfg. Co., Brooklyn, October, 1924.

KILLEEN, EDWARD VINCENT, JR., son of E. V. Killeen, vice-president of George Lueders & Co., died in the service of his country, October, 1918.

LAYMAN, FREDERICK NOEL, managing director Wright, Layman & Umney, Ltd., soaps and perfumes, London, October, 1926.

LIND, MONROE P., one of the founders of the Schandin & Lind Co., now the Garwood Co., manufacturing perfumers, Philadelphia, Pa., October, 1926.

MASON, DR. FREDERICK S., for many years American manager for Parfumerie Rigaud, in Paris, October, 1927.

MENNEN, MRS. ELMA C., president of the Mennen Chemical Co., Newark, N. J., October, 1917.

PAGE, PERCY E., retired vice-president of Talcum Puff Co., Brooklyn, N. Y., at Smithfield, N. C., October, 1927.

STOPFORD, WILLIAM A., partner in Parsons & Petit, New York, and expert on glycerine, at Montclair, N. J., October, 1928.

THOMAS, JOSEPH, formerly proprietor of the De Milo Perfume Co., New York, October, 1924.

UMNEY, JOHN CHARLES, F.C.S., Ph.C., editor, author and essential oil authority, London, Eng. October, 1919.

WEBB, JAMES A., of James A. Webb & Sons, cologne spirits, New York City, October, 1910.

WESENER, DR. JOHN A., president of the Columbus Laboratories, Chicago, Ill., October, 1926.

Lavonne Joan Haskell

Lavonne Joan Haskell, daughter of Mr. and Mrs. Glenn L. Haskell, Rye, N. Y., died October 9 in Orange, N. J. She had been afflicted with infantile paralysis three days before her death. Miss Haskell was sixteen years old and the only child of her parents. She was a pupil in Miss Beard's School for Girls, Orange. Funeral services were held in the Kensico Cemetery Chapel, October 10. Interment was in Kensico Cemetery. Mr. Haskell is vice-president and sales manager of the U. S. Industrial Alcohol Company.

Jose A. Correa

Jose A. Correa, research chemist for Norda Essential Oil and Chemical Co., New York City, died October 7 as a result of injuries sustained when he was run down by a truck at the corner of 24th street and 4th avenue, near the Norda offices in New York.

Mr. Correa was forty-five years old. He was a graduate of Pratt Institute where he specialized in chemistry and after graduation he joined the staff of the United Drug Co. as a chemist. After several years there he resigned to accept a position as research chemist with the Alfred H. Smith Co., later taken over by V. Vivaudou, Inc. He had been with the Norda Essential Oil and Chemical Co. for several years.

He leaves a widow and one son. Funeral services were held at his home in Astoria, L. I., on October 10.

Mrs. Helen Partridge Dodge

Helen Partridge Dodge, wife of Francis T. Dodge, president of Dodge & Olcott Co., New York City, died at her home here on October 11 after a brief illness. Mrs. Dodge had but recently returned from Europe with their daughter, Helen, who has been in school in Florence, Italy, and her death came as a distinct shock to her many friends. Funeral services were held from the home of her parents, Mr. and Mrs. George Partridge, in Minneapolis, Minn., October 15.

Associations in the Allied Industries

AMERICAN MANUFACTURERS OF TOILET ARTICLES.—President, H. Henry Bertram, The A. & P. Babcock Co., New York City; Secretary, Charles S. Welch; Treasurer, Daniel J. Mulster, 309 Broadway, New York.

NATIONAL BEAUTY AND BARBERS SUPPLY DEALERS' ASSOCIATION.—President, Charles Kahrhoff, Denver Barber Supply Co., 1628 Glenarm Street, Denver, Colo.; Secretary, Joseph Byrne, 11 West 42nd street, New York.

FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION.—President, Dr. E. L. Brendlinger, The Dill Co., Norristown, Pa.; Secretary, Leslie K. Talmadge, East Hartford, Conn.

NATIONAL MANUFACTURERS OF SODA WATER FLAVORS.—President, Dr. Bernard H. Smith, Virginia Dare Extract Co., Brooklyn, N. Y.; Secretary and Attorney, Thomas J. Hickey, 1261 First National Bank Building, Chicago.

PERFUME IMPORTERS' ASSOCIATION.—President, B. E. Levy, 714 Fifth avenue, New York; Secretary, B. M. Douglas, Jr., 35 West 34th street, New York.

AMERICAN SOAP AND GLYCERINE PRODUCERS' ASSOCIATION.—President, Sidney M. Colgate; Secretary-Treasurer, J. S. Goldbaum, Philadelphia; Assistant Secretary, Roscoe C. Edlund, 45 Union Square, New York.

NATIONAL PAPER BOX MANUFACTURERS' ASSOCIATION.—President, George Kroeck, Kroeck Paper Box Co., Chicago; Secretary, Howard P. Beckett, Philadelphia.

PERFUMERY, SOAP AND EXTRACT ASSOCIATION OF CHICAGO.—President, Clarence A. Seguin, C. A. Seguin Co., Chicago; Secretary, William H. Schutte, P. R. Dryer, Inc., Chicago.

New Incorporations

NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Wendell Huach, Borough of Manhattan, N. Y., cosmetics, \$15,000. F. R. Holmes, 141 Broadway, New York, N. Y.

Catharine Day Corp., Borough of Manhattan, N. Y., cosmetics, \$50,000 preferred stock, 100 shares common. Bondy & Schloss, 285 Madison ave., New York City.

Para Laboratories, Borough of Manhattan, N. Y., cosmetics, \$20,000. J. Greenberg, 50 Broadway, New York, N. Y.

Pielston Manufacturing Co., Borough of Manhattan, N. Y., plastic products, \$10,000. J. M. Detjen, 271 Madison ave., New York, N. Y.

Margaret Lane, Borough of Manhattan, N. Y., toilet articles, 500 shares common stock. Siegeltuch, Butler & Kraft, 345 Madison ave., New York, N. Y.

Kirkman & Son, Wilmington, Del., soap detergents, cleansing compounds, \$3,500,000. Corporation Trust Co., Wilmington, Del.

Coca Cola Bottling Co. of Baltimore, Wilmington, Del., candies, syrups, flavors, extracts, soft drinks, \$2,000,000. Corporation Trust Co., Wilmington, Del.

Mississippi Tung Tree Orchards, Inc., Dover, Del., cultivate orchards of tung trees, other bearing trees, \$50,000. United States Corp. Co., Dover, Del.

Flame Products Corp., New York City, a Delaware corporation, cosmetics, toilet articles, tooth paste, 1,000 shares of common stock. United States Corporation Co.

Korsant, Borough of Manhattan, N. Y., cosmetics, \$10,000. J. S. Leonard, 233 Broadway, New York, N. Y.

Voyant, Borough of Manhattan, N. Y., cosmetics, 100 shares of common stock. Lippman & Sachs, 10 East 40th street, New York, N. Y.

Godissarts Parfum Classique Français, Inc., Ltd., Wilmington, Del., perfumes, \$500,000, 50,000 shares common stock. Corp. Trust Co., Wilmington, Del.

Eugene Christian Products, Inc., Wilmington, Del., drugs, chemicals, \$200,000, 30,000 shares common stock. American Guaranty and Trust Co.

Cosma Products, Inc., New York City, Delaware corporation, cosmetics, creams, powders, \$200,000, 10,000 shares common stock. American Guarantee and Trust Co.

Margaret Brainard, Inc., New York City, Delaware corporation, cosmetics, beauty preparations, \$50,000, 1,000 shares of common stock. Martin Hutchinson, Wilmington, Del.

Rahyael Beauty Products Corp., Borough of Brooklyn, N. Y., \$20,000. I. P. Eisenberg, 32 Court street, Brooklyn, N. Y.

Avon Products, Borough of Manhattan, N. Y., cosmetics, 200 shares common stock. Breed, Abbott & Morgan, 15 Broad street, New York, N. Y.

Hytone Products Corp., Newark, N. J., toilet preparations, \$100,000. Franklin E. Pellegrin, Newark, N. J.

Phillips Products, Inc., 3206 Joy Road, Detroit, Mich., manufacture syrups, extracts and confections, \$15,000, \$7,500 being subscribed and \$2,500 paid in cash.

Globe Retail Stores, Borough of Manhattan, N. Y., cosmetics, \$20,000. W. R. Rawick, 122 East 42nd street, New York, N. Y.

Cholene, Inc., Wilmington, Del., barber beauty shop supplies, 2,500 shares common stock. Corp. Service Co.

Foreign Associates, Inc., New York City, N. Y., a Delaware Corporation, perfumes, soaps, toilet articles, \$2,500,000, 25,000 shares common stock. Corporation Trust Co., Wilmington, Del.

Nusheen Corp., Borough of Manhattan, N. Y., cosmetics, \$20,000. S. M. Newman, 570 Fifth ave., New York, N. Y.

Business Record

Neve Drug Stores, Inc., 44 West 18th street, New York, N. Y. Liabilities, \$705,946; assets, \$548,549; main items being stock, \$25,100; fixtures, \$100,000; cash \$120,146; accounts, \$50,144. Principal creditors listed are United Cigar Stores Co. of America, \$288,585; Whelan Drug Co., \$329,259; Consolidated Dairy Products Co., Inc., \$12,991; Happiness Candy Stores, Inc., \$5,328; Gillette Safety Razor Co., \$4,515; Harry Kelly, Jr., Inc., \$4,811; Continental Milk Products Co., Inc., \$6,210; Rockford Dairy, Inc., \$6,743. An answer to the petition was filed by Alfred C. Neve, who charges the United Cigar Stores Co. with failure to carry out a contract to finance the business and alleges collusion in the institution of bankruptcy proceedings.

Abraham Lipsett, 2979 Ocean Parkway, Brooklyn, N. Y., pharmacist. Liabilities, \$22,489; no assets.

Louis Starkhand, 670 Belmont ave., Brooklyn, N. Y., retail drugs. Liabilities, \$4,051; assets, \$346.

S. H. Import Co., Inc., 100 East 56th street, Brooklyn, N. Y., jobbers of beauty and hair dressers' supplies. Liabilities, \$2,830; assets, \$1,360.

Max M. Snitkof, 1011 Brighton Beach ave., Brooklyn, N. Y., pharmacist. Liabilities, \$12,808; assets, \$12,251.

William J. Smith, Syracuse, N. Y., druggist. Liabilities, \$19,730; assets, \$577.

The Community Drug Corporation of Buffalo, Rochester, N. Y. Liabilities, \$10,230.29; assets, \$5,176 and secured claims, \$1,000.

Morris Glaser, doing business as the Tower Pharmacy, formerly at 1394 Third avenue, New York, N. Y. Liabilities, \$10,162; assets, \$398.

Isidore Mitnick Drug Store, 4357 North Western avenue, Chicago, Ill. No schedules filed.

Ideal Store, 4721 White Plains ave., White Plains, N. Y., drugs. Chief creditors Sophie Shuster, \$1,840; Ida Moderher, \$500; Nellie Dubinsky, \$300. The members of the firm are listed as Maurice Derkay and Benjamin Dubinsky.

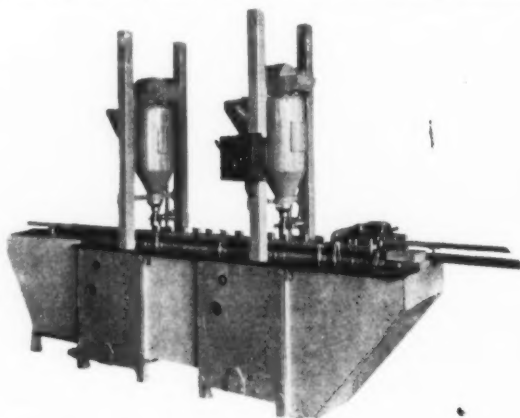
Harry Wilkes, 793 Nostrand avenue, Brooklyn, N. Y., pharmacist. Chief creditors are Benjamin Roberts, \$3,903; Joseph Castronovo, \$1,030 and Philip Levine, \$210.

New Equipment and Installations

Under this heading appear descriptions of new equipment and the installation of machinery by our advertisers. The claims made and the descriptive matter are supplied by them and are not to be considered as an endorsement.

STOKES & SMITH CO., Philadelphia, recently placed upon the market a new automatic machine for filling powdered material. The company, in advising us of the installation of the machine in one of the leading spice packers, says:

"This machine is entirely automatic, the cans coming on a conveyor from their can making machines, and being fed two at a time by an automatic pusher on our machine into the conveyor and then the conveyor carries the cans placing one under each filling station.



The cans are then filled with the desired amount of material at the rate of 30 per minute under each filling station, or a total of 60 per minute from the machine. The conveyor then carries the filled cans away for closing or capping.

"The machine is arranged with automatic trip at each filling station so that each filling station is independent of the other, and if there is no can there is no fill.

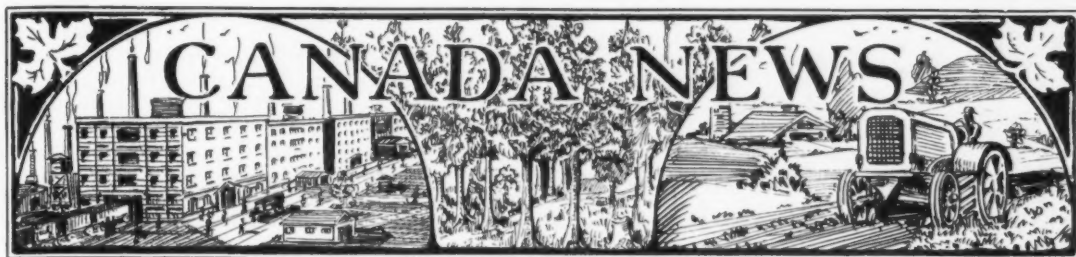
"The machine at present is being used for filling pepper in 1½ and 2 oz. cans. The filling is clean and very accurate, the weights running within 1/32 oz.

"This machine can be used for any kind of powdered materials and it will handle weights up to 1 lb."

Quillas A. Meyers, 93-01 Eighty-sixth road, Richmond Hill, L. I. Liabilities, \$2,715; assets, none.

Edward J. Finkelstein, doing business as Cromwell Avenue Pharmacy and Ogden Pharmacy, 2 East 167th street, and 1361 Ogden avenue, New York, N. Y., by Hyman Levy for \$18,000; Israel Roth, \$500; Philip Davidowitz, \$200.

Joseph W. Lipshitz, doing business as Robinson Pharmacy, 795 Columbus ave., New York, N. Y. Liabilities, \$45,734; assets, \$19,000; main items being stock and fixtures, \$18,000. The lease and fixtures are subject to chattel mortgages amounting to \$25,450.



Montreal

MANUFACTURING perfumers in the city of Montreal report a slight improvement in trade. Members of the industry feel that they touched bottom in August and that while the situation has not shown any marked improvement nevertheless there is a change for the better. However, they do not anticipate any considerable change until the New Year. Meantime, they will be very grateful for any upward tendency shown by the business barometer.

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The Quebec division of the Canadian Manufacturers Association is taking steps to block an effort being made by the Association of Professional Chemists of Quebec to close the profession so that only members of the organization can practice in Quebec. Opposition on the part of the Canadian Manufacturers Association was manifested at the last session of the Quebec legislature and the Chemists Bill failed. At the annual meeting held recently of the Association of the Professional Chemists of Quebec, it was decided unanimously to authorize the council of the association to continue efforts to secure the desired legislation.

A special committee of industrial chemists co-operated with the Canadian Manufacturers Association to get the bill defeated last year. Among members of this special committee are Dr. Milton Hersey; H. W. Matheson, vice-president Shawinigan Chemicals; A. Neighorn; N. C. Polson, Jr.; Dr. F. M. G. Johnson, director of Chemistry, McGill University, Montreal; Professor Louis Bourgoin, professor of Industrial Chemistry, Polytechnic Institute; M. Chapleau, chief chemist, Quebec Liquor Commission; and E. Cadman of the Pulp Paper Association.

When the Canadian Manufacturers Association organized the opposition last year, the issue was joined before the private Bills Committee of the legislature.

Representatives of the special committee argued that the industrial chemists' position in the province of Quebec is becoming increasingly important and the ranks are being swelled yearly. An annual membership fee of \$15 was a heavy item, it was contended, for a young student.

It was further argued that the principle of the promoters of the bill was wrong and that carried to its logical conclusion it might be argued that any group of manufacturers might seek to close their occupation and that nobody could become a manufacturer in Quebec without belonging to the Canadian Manufacturers Association.

(Continued on Following Page)

Toronto

THE newly-elected Dominion Government during September called a special session of Parliament to pass some measure of relief to take care of unemployment during the present seemingly world-wide depression. Besides voting some \$20,000,000 for various works, the Government also put through some changes in tariff that affects all imports and bears especially on some articles coming in from the United States. The newer tariff rates will offset, it is expected, the growing evil of dumping on the Canadian market, and is likely to lead to aid for distressed Canadian industries.

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W. J. Fraser, vice-president of the Northrup & Lyman Co., Toronto, has returned from a business and holiday trip to the Pacific Coast.

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J. T. Crowder, until a month ago president of the Retail Merchants Association of Canada, and a former prominent druggist in British Columbia, has become a partner with C. J. Paynter in a new sales agency formed in Toronto. The firm's name is Paynter-Crowder, Ltd.

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Ralph W. Barton, general sales manager for Sterling Products, Ltd., is at present in the West. Recently in Vancouver, Mr. Barton said that Western Canadian sales were ahead of last year, and that the outlook for 1931 is considerably better.

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A. Roy Cairncross, president of Cairncross and Lawrence, Ltd., London, won the title of "champion golfing druggist in Ontario," at the recent tournament of the Ontario Druggists' Golf Association. J. W. McCubrey, head of the United Drug Co., Toronto, was runner-up.

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Leslie G. Henderson, of the Georgia Pharmacy, Vancouver, B. C., and recently elected president of the Canadian Pharmaceutical Association, has just returned home from attendance at the Halifax Convention.

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W. O. Rowan, representative in British Columbia for the Henry K. Wampole Co., died suddenly at Courtenay, B. C., on August 20, while making a business trip on Vancouver Island.

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C. A. MacHaffie, retail druggist and one of the oldest merchants in Cornwall, Ont., died at his home in that town on September 9.

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Another of the older generation of druggists who has just passed away is Norman Enman of Summerside, P. E. I.

Employees of G. F. Sterne & Sons, manufacturing chemists at Brantford, Ont., were treated to a day at the Canadian National Exhibition at Toronto, during the month past. The employees were paid their wages; given free transportation; and tickets to the Exhibition.

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Officers and delegates attending the annual convention of the Canadian Pharmaceutical Association last month in Halifax, paid a visit to Annapolis Royal, N. S., where a tablet was unveiled in the town hall to the memory of Louis Hebert, the first apothecary in Canada. The tablet was unveiled by Abbe Couillard-Deprex, a direct descendant of Hebert. The tablet is of bronze mounted on oak, and bears the inscription "To honor the memory of Louis Hebert, pioneer of Canada, 1604. This tablet is placed here by the Nova Scotia Pharmaceutical Society, A. D. 1930." Previous to unveiling the tablet was sheeted in a flag of the time of Henry IV.

* * * *

The new Dominion Government Cabinet has a member of its ministry the Hon. Thos. G. Murphy, a druggist of Neepawa, Man.

* * * *

The Tamblyn retail drug store chain had opened its 50th store at Windsor, Ont. Thirty-nine of the stores are in Toronto.

* * * *

Miss Joanna S. Hubbard, of the Dorothy Gray Salon, New York City, is visiting drug stores in the Canadian West, giving demonstrations of her company's line of productions.

* * * *

Plans are under way to organize a new company at St. Thomas, Ont., under the name "Carle" to manufacture a full line of cosmetics.

* * * *

Perfumers' Specialties, Ltd., a concern sharing part of the plant of Armand, Ltd., is making progress at St. Thomas, Ont. This concern while under the same roof has no connection with Armand, but is handling the products of six subsidiary companies.

British Empire Needs More Beauty Experts

(Special Correspondence)

There is a crying need for beauty specialists, complexion experts, and beauty parlors all over the British Dominions and Colonies, according to wealthy Australian and Canadian women who come over for London treatments in August and September. These women are coming in greater numbers every year.

In the big cities of the Empire women closely follow London and Paris fashions, and it is a great drawback to them that they cannot procure the fashionable complexion of the moment, or keep their skins as healthy as they would like in the extreme conditions of heat and cold.

A number of Colonial girls are at present training in London in famous establishments with the intention of going back to start parlors in New Zealand. It is pointed out that there is a future for unemployed English girls there and it is probable that some of them may undergo similar training and follow suit.

Montreal Notes

(Continued from Preceding Page)

William B. Rogers, well known to the general public in the city of Quebec, for more than half a century as the proprietor of the pharmacy on Fabrique street known as Medical Hill, died in the Jeffery Hale Hospital on October 7 following a brief illness. The late Mr. Rogers, who was a native of Quebec City, was 87 years of age, and is the last survivor of an old Quebec family. The business with which he has been associated all his life, was founded by his father, and since his death, William B. Rogers has carried on the work begun by his parent in the same place. His wife is sole survivor.

* * * *

Canada Soap Co., Ltd., Maisonneuve, Montreal, has been sold to P. J. Perrin for \$25,684. The property consists of 25,492 feet, containing buildings, machinery and accessories.

* * * *

Charles E. Frosst & Co., are building an additional story to their pharmaceutical plant on St. Antoine street. The addition is being made for the purpose of handling an all round increase in the business of the company. It will increase the existing capacity of the firm by between 25 and 30 per cent. This firm is not finding trade slow!

* * * *

A Canadian Prosperity Week was held between October 11 and October 18. Over 3,600,000 Canadians, assembled in 200 theatres from coast to coast, during this week, received a message of the potential wealth and prosperity of the Dominion.

What Englishwomen Spend on Toilet Products

(Special Correspondence)

Women in Britain today are estimated to spend approximately £100,000,000 a year on artificial aids to beauty. The shopgirl and factory worker, with their shilling compacts, are every bit as keen on complexion-improvement as the most exclusive of Mayfair's reigning beauties. The present has been described as the "cosmetic age" in the United Kingdom, for just as the working man will have his beer, so will his daughter have her vanity bag of beauty aids.

Recently a reporter interviewed a director of a well-known wholesale toiletry firm, and this is how he analyzed the grades of women consumers: Shopgirls—powder, loose and compact; lipstick, and cheap cream to the value of £10 per annum. Typists and other office workers—powder, loose and compact; lipstick of better quality; day cream and night cream to the value of £15 a year. Business women and middle-class girls—better powders, better lipsticks, better creams, bath salts and perfumes to the value of £25 a year. Wives of men with £1,000 to £5,000 a year—face lotions, bath powders, bath salts, creams, rouge, lipsticks, lipsalve, perfumes, and visits to beauty parlors—anything from £50 to £200 per annum. No budget can be given of the expenses of the social set of Mayfair and Park Lane. These are the people who start fashions and pay well for the privilege of doing so. With the average woman, however, beauty aids undoubtedly constitute one of the most important items in her personal budget.

Perfumes and Soaps at Toronto Exhibition

THE attendance record at the Canadian National Exhibition, held in Toronto last month, was somewhat behind last year. The weather for one thing was off color; the business depression, too, had some effect. In spite of that, nearly two million people passed through the gates to view this wonderful annual world's fair.

Many outstanding attractions were carried out by the fair authorities, and the display of soaps was fully equal to any previous fair. In fact, one or two of the perfume exhibits were quite the talk of the fair grounds, and were a competition held as to beauty and effectiveness of display, several of the soap houses would carry off some at least of the major prizes.

Richard Hudnut, Ltd., had as usual an outstanding display. The display was the creation of Jules J. Brodeur, and was an "Art Moderne" setting. The backgrounds were designed by Rodier, Paris, France, and the illuminated glass cylinders and flower baskets the creation of Sabino, the glass being tinted from sepia to blue. The tubular glass pillars were of four shades of gold—lemon, red, green and yellow—in keeping with Richard Hudnut gold anniversary. The lady attendants were in sports costumes in colors harmonizing with the booth.

The Corson Co. depicted their "Blossom-Time" line of perfumes and their booth was a maze of cut flowers and blooms. A large mirror in the background was fringed with natural flowers, plants and ferns.

The Vinolia Co., Toronto, had an old-English setting for their booth, with lady attendants in early Victorian dress.

Armand, Limited, St. Thomas, had in their setting a background of black silk plush, against which great bouquets of roses shone radiantly. Handsome crystal chandeliers threw a soft glow over the scene. Young lady attendants in Mid-Victorian furbelows and flounces answered questions. The center of the booth had enthroned Lady Armand seated at a toilet table on which was set out the full Armand line.

Palmers, Ltd., Montreal, displayed their "Ashes of Roses" and "Gay Paree" lines in elaborate cases set among flower stands and boxes which enhanced the beauty of the goods.

John Taylor & Co., Ltd., Toronto, gave over their whole booth to a display of "Infants' Delight" soap. A moving picture at the back showed soap bubbles rising in multi-colored large and small balloons to the delight of the passers-by.

Colgate & Co., Montreal, made an effective display of their toiletries. Show cases effectively placed set off the display as a model perfume shop.

G. H. Woods & Co., Toronto, makers of liquid soaps, had a well-placed display of their varied lines. The striking feature was a miniature cascade throwing up foam set in the midst of a wood.

In the Grand Stand booths the displays, while perhaps not so elaborate as those in the main building, were equally as enticing. La Marie Beautifiers, Ottawa, made a showing of their perfumes. The company has also a U. S. branch at Ogdensburg, N. Y.

J. R. Devine, Toronto, showed their productions in perfumes and creams. This manufacturer has been in the field less than two years.

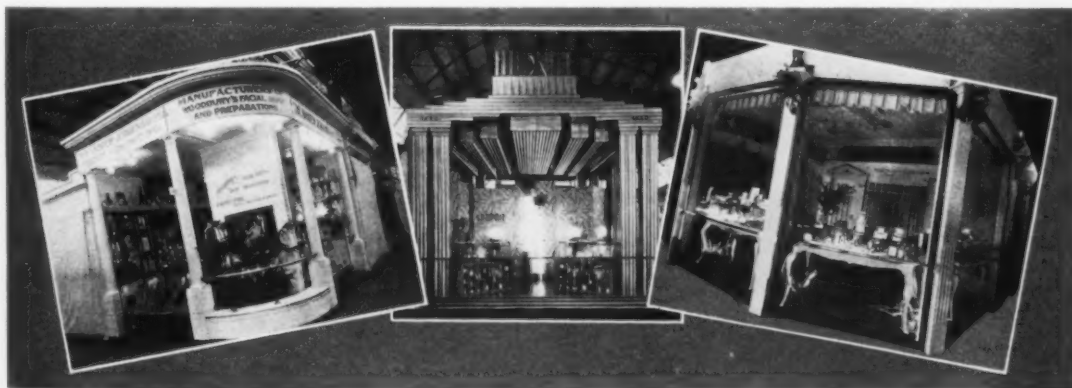
Lever Brothers, Ltd., Toronto, made simple though effective displays of "Lux," "Lifebuoy" and "Sunlight" soap lines; and "Comfort" soap, made by an associate company, also made effective inroads on the time and in some instances the purse of many a good housewife.

Wards, Toronto, had a small booth featuring their "Golden Poppy" perfume.

John R. Cressy Co., Toronto, had their booth in black background trimmed with purple lilacs, to feature their "Lilacs du Nuit." They also displayed their general lines—"Pursette" toiletries; "Petit Fleurs" perfumes; and "Arbutus" line of creams.

Procter & Gamble Co., of Canada, Ltd., had a large booth displaying their "Ivory" soap, "P. & G. White Naphtha" soap, "Chipso" and "Gold" soap.

303 Chemical Co., Toronto, made a tasty exhibit of



BOOTHS AT CANADIAN NATIONAL EXHIBITION: LEFT, ANDREW JERGENS CO.; CENTER, RICHARD HUDNUT; RIGHT, YARDLEY & CO., LTD.

their Jacobin perfumes and other products—"Orient" line of perfumes; "Lorain" perfumes and "De Kovan" perfumes also formed part of this exhibit. This company is now using special bottles and moulds for all their products.

In the Industrial Building Tre-Jur made a striking display of their many varied products to please the feminine heart. The booth was under the direction of the Consolidated Optical Co. Tre-Jur toiletries, "Joli-Memoire" and "Charvai" odors; bath and face powders formed the important parts of this display.

In the British Section of the Government Building several old country houses had their displays. Yardley's booth, directed by McGillivray Bros., Toronto, created an atmosphere of Old England, which served admirably to set off their "Old English" toiletries, lavender soap, bath salts, etc., and also gave a chance to present in fine form their lavender, "Bond Street" and "Jessamine O'Devon" odors in perfumes. Attendants in early English costumes added to the effectiveness of the display.

Parfumerie Melba of Canada, Toronto, was another of the fine displays. The setting was a background of royal purple, which color was made much of in all the touches in the decorations about the booth. The various samples of goods displayed in this setting looked their best. Christmas sets and holiday packets were prominent, and much was made of "Lov'Ve" and Melba odors in fancy bottles.

D. & W. Gibbs, Ltd., London, England, for whom Geo. Borgfeldt, Toronto, are agents, besides their ivory castle of teeth to advertise their dentifrice, made a special showing in their booth of the company's "Rose-Geranium" toilet soap.

In the Pure Food section Langley, Harris & Co., Toronto, Harry Horne Co., Toronto, McLaren's, Ltd., Toronto, and a number of other manufacturing concerns made commendable displays of spices, essential oils and similar articles in their highly decorated booths.

Denmark Dependent on Foreign Sources for Essential Oils

In Denmark no botanicals are grown from which essential oils are obtained. Previously there has been a small industry near Odense in the island of Funen for the production of peppermint oil. This production has, however, never been of any worthwhile commercial value and has gradually dried up entirely.

Denmark is thus entirely dependent upon foreign countries as suppliers of essential oils. All essential oils imported into Denmark are in manufactured state and are distributed through importers and wholesalers directly to the consumers, such as pharmacists, manufacturers of confectionery, perfumery, and soap. There is no statistical material available covering importation or consumption of essential oils.—(Assistant Trade Commissioner Harold Nelson, Jr., Copenhagen).

"Williams Luxury Shaving Cream." Shaving Cream. The J. B. Williams Co. (Canada), Ltd., Montreal, Que., and Glastonbury, Conn.

"Williams Holder Top Shaving Stick" and "Savon à Barbe Holder Top Williams." Shaving Soap. The J. B. Williams Co. (Canada), Ltd., Montreal, Que., and Glastonbury, Conn.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publications.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Ave., New York.

PATENTS GRANTED

303,566.—Collapsible Tube and Closure. Daniel John Stichbury, London, Ontario, Canada.

303,785.—Screw-Threaded Cap for Covering Glass Jars. Swan N. Tevander, Maywood, Ill.

303,798.—Container. Aaron Zauder, Brooklyn, N. Y.

303,804.—Rotary Cap having sealing material flowed thereinto. The Anchor Cap & Closure Corporation, Long Island City, assignee of The American Metal Cap Co., Brooklyn, assignee of Charles Hammer, all in New York.

304,014.—Detergent. The Electric Smelting & Aluminum Company, Cleveland, Ohio, assignee of Everts Lincoln Prentiss, New York City, New York, executor of the estate of Alfred H. Cowles, deceased, in his lifetime of Sewaren, New Jersey.

TRADE MARKS REGISTERED

"Intermezzo." Toilet preparations. Ludwig Scherck, Inc. City and State of New York, U. S. A.

"Williams." Preparations for the hair. The J. B. Williams Company (Canada), Limited, of the city of Montreal, Province of Quebec, and of Glastonbury, State of Connecticut, U. S. A.

A panel background of curved and angular shape bearing the letters "Nusoap," the letters "S O" appearing on a frame of concentric circles in the upper portion of which appears the word "Economical" and in the lower portion the word "Efficient." G. H. Wood & Co., Ltd., Toronto, Ontario.

"Lik-Wid." Soap. G. H. Wood & Co., Ltd., Toronto, Ontario.

"Mexicola." Extracts. Stewart Dupuis, Ltd., Montreal, Quebec. Female figure seated with crossed legs in Oriental fashion and with arms bent in such manner that the hands are in line with the shoulders. Toilet articles and toilet preparations. Eugene, Limited, 31 Dover St., Piccadilly, London, England.

"Bersel." Toilet preparations and pharmaceutical products. Hirschberg, Schutz & Co., Manhattan, New York.

"Le Pirro." Drugs, drug sundries, toilet preparations. Weinberger Drug Stores, Inc., Cleveland, Ohio.

"Minatol." Liquid Antiseptic Soap. Minatolwerke A. G. Lucerne, Switzerland.

"A la reine des fleurs"—"Fondée en 1774." Toilet preparations. Parfumerie I. T. Piver, Ltd., Montreal, Quebec.

"Star Brand." Glycerine. The Procter & Gamble Co., Cincinnati, Ohio.

"Mayello." Pharmaceutical and Toilet Preparations. Nellie O'Malley, Town of Eastview, Ont.

"Less Labour Greater Comfort." "Lever Brothers, Limited, Toronto, Canada." Soap. Lever Brothers, Ltd., Toronto, Ont.

"Lux." "L. B. L." Soap. Lever Brothers, Ltd., Toronto, Ont.

"Rinso." Soap. Lever Brothers, Ltd., Toronto, Ont.

"Williams." "Aqua Velva." After shaving preparation. The J. B. Williams Co. (Canada), Ltd., Montreal, Que., and Glastonbury, Conn.

Patent and Trade Mark Department

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D." International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Avenue
New York City

Note—Dates given in Trade Mark Registrations are those from which use of the mark is claimed.

Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

- 272,438.—Soc. An. Gius, Visconti Di Modrone & C., Milan, Italy.—Perfume.
- 274,828.—Bienvenido Fernandez, Habana, Cuba. (Sept. 21, 1928.)—Toilet preparations.
- 284,873.—Robert Enterprises, Inc., also doing business as "Robert," New York, N. Y. (March 5, 1929.)—Toilet Preparations.
- 286,556.—John Ellis & Brother, Philadelphia, Pa. (Jan., 1916.)—Vanilla Extract for Flavoring Foods.
- 287,685.—Jane Willett, Dallas, Texas. (June 1, 1929.)—Hair-Waving Fluid.
- 288,062.—Sarah Carrick, Washington, D. C. (Aug. 1, 1898.)—Toilet Preparations.
- 288,255.—Staniform, Ltd., London, Eng. (July, 1927.)—Toilet Preparations.
- 292,573.—The Baltimore Drug Co., Inc., Baltimore, Md. (Dec. 4, 1925.)—Toilet Preparations.
- 293,894.—Paul Peter Mulhens, doing business as Eau de Cologne & Parfumerie-Fabrik "Glockengasse No. 4711" gegenüber der Pferdepost von Ferd. Mulhens, Cologne-on-the-Rhine, Germany. (July 28, 1928.)—Soaps and Shaving Sticks.
- 293,899.—Solomon M. Sager, Evanston, Ill. (Sept. 15, 1929.)—Eyewash.
- 294,073.—K & K Laboratories, Chicago, Ill., assignor to Charmaine Laboratories, Chicago, Ill. (Dec. 1, 1928.)—Shampoo Oil.
- 294,692.—Societe Les Parfums Gueneaux, Asnieres, France. (June 14, 1928.)—Perfumes.
- 295,263.—Luvénie M. Kattelmann, St. Louis, Mo. (Dec. 20, 1929.)—Skin Creams.
- 295,475.—Ferguson Beauty Shoppe, Pontiac, Mich. (Jan. 1, 1928.)—Toilet Preparations.
- 295,833.—Kathleen Clifford, Ltd., Beverly Hills, Calif. (Oct. 1, 1929.)—Toilet Preparations.

- 298,410.—Parfumerie Roger et Gallet, Societe Anonyme, Paris, France. (Oct. 3, 1929.)—Toilet Soaps.
- 298,715.—Clara Reichart, Rochester, N. Y. (Aug. 1, 1929.)—Hair Powder.

- 299,542.—Anciens Etablissements Baignol & Farjon, Boulogne-sur-Mer, France. (Dec. 6, 1929.)—Toilet Preparations.

- 299,600.—Schule-Hohenlohe, A. G., Pluderhausen, Germany. (1928.)—Vanilla Extracts.

- 299,787.—The May Department Stores Company, St. Louis, Mo. (Sept., 1926.)—Toilet Preparations comprising Perfumes, Face Powder and Toilet Waters.

- 300,132.—W. H. & F. Jordan, Jr., Mfg. Co., Philadelphia, Pa. (July 24, 1930.)—Liquid Soaps.

- 300,303.—James W. Spencer, doing business as Consolidated Drug Corp., New Orleans, La. (Mar. 1, 1929.)—Toilet Preparations and Pharmaceutical Products.

- 301,019.—Fad Laboratories, Inc., New York, N. Y. (Mar. 1, 1930.)—Hair-Waving Fluid.

- 301,333.—Blanche Cervelli, San Francisco, Calif. (Jan. 1, 1930.)—Liquid Shampoo.

- 301,981.—Mexican Wholesale Grocery Co., Los Angeles, Calif. (Mar. 26, 1930.)—Flavoring Extracts.

- 301,990.—Monticello Drug Company, doing business as Madame Queen Company, Jacksonville, Fla. (Apr. 19, 1930.)—Toilet Preparations.

- 302,042.—Sears, Roebuck & Co., Chicago, Ill. (May 15, 1930.)—Shaving Cream.

- 302,812.—Coty, Inc., Wilmington, Del., and New York, N. Y. (May, 1928.)—Face and Toilet Powder.

- 303,126.—W. G. Shelton Company, St. Louis, Mo. (Mar. 1, 1930.)—Liquid Compound for Hair Waving.

- 303,160.—Colgate-Palmolive-Peet Co., Chicago, Ill. (Apr. 14, 1930.)—Shampoo Powder.

- 303,288.—Albert A. Hibler, doing business as New-Best Company, West End, Pittsburgh, Pa. (June 12, 1930.)—Hair Restorer.

- 303,533.—Evans Case Co., North Attleboro, Mass. (June 28, 1930.)—Perfume Atomizers.

- 303,565.—Primrose R. De Vore, doing business as The Druggists Research Laboratories, Columbus, Ohio. (Jan. 1, 1929.)—Toilet Preparations.

- 303,568.—Edna Wallace Hopper, Inc., Chicago, Ill. (Apr. 23, 1930.)—Lip Sticks.

- 303,608.—The Minneapolis Chemical Co., Inc., St. Paul, Minn. (July 14, 1930.)—Soap Powder.

- 303,621, 303,622.—H. Th. Bohme A. G., Chemnitz, Germany. (Apr. 2, 1930.)

- 303,638.—Francis J. Flood, Corona, N. Y. (Nov. 1, 1925.)—Liquid Soap.

- 303,664.—The Sun Tube Corp., Hillside, N. J. (July 19, 1930.)—Collapsible tubes, bottles and jars.

- 303,673.—The Whisko Co., Inc., Indianapolis, Ind. (July 12, 1930.)—Shaving Cream.

- 303,722.—John N. McMath, Larchmont, N. Y. (June 10, 1930.)—Cosmetics and Toilet Preparations.

- 303,743.—Marcel Franck, Inc., New York, N. Y. (June 12, 1930.)—Perfume Atomizers and Medicinal Atomizers.

- 303,748.—Iliff Jones, doing business as Iliff Jones Company, Pittsburgh, Pa. (July 21, 1930.)—Shaving Cream and Shaving Soap.

- 303,773.—Lionel Trading Co., Inc., New York, N. Y. (July 18, 1930.)—Toilet Preparations.

- 303,817.—Antonino R. Martino, doing business as Italy Laboratories, New York, N. Y. (July 23, 1930.)—Shampoos, Hair Tonics, Cold Creams, Chemical Preparations Adapted for the Removal of Dandruff, and Corn Medicines.

- 303,842.—Joseph Di Santo, doing business as Di

TRADE MARKS



272.438



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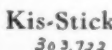
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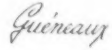
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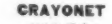
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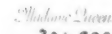
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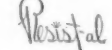
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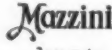
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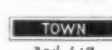
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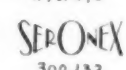
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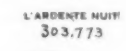
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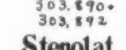
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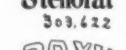
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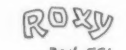
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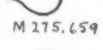
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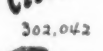
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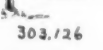
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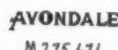
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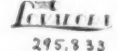
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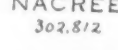
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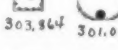
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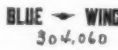
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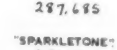
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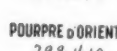
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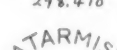
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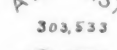
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303.533



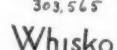
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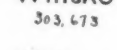
303.673



303.743



304.730



304.443



304.533



303.817



303.817



303.817



303.817

Santo & Co., Duluth, Minn. (July 11, 1930.)—Laundry Soap.

300,852.—A. P. Babcock Co., New York, N. Y. (Apr. 28, 1930.)—Toilet Preparations.

303,864.—Myrtle Silver, Brooklyn, N. Y. (July 1, 1930.)—Facial Powders, Creams, and Lotions.

303,888.—Ferd. T. Hopkins, doing business as D. Watson & Company, New York, N. Y. (Feb. 20, 1930.)—Shampooing Preparation.

303,890.—Independent Druggists' Alliance Distributing Company, Chicago, Ill. (July 3, 1930.)—Shaving Cream.

303,892.—Independent Druggists' Alliance Distributing Company, Chicago, Ill. (July 3, 1930.)—Toilet Preparations.

304,060.—Mitchell Wing Company, Cambridge, Mass. (March, 1929.)—Soap Flakes.

304,062.—Odorless Disinfectants, Inc., New York, N. Y. (June, 1930.)—Liquid Disinfectant Deodorizer.

304,063.—Old Monk Punch Company, El Paso, Tex. (Jan. 1, 1924.)—Extracts.

304,443.—Joseph Zuckerman, Calexico, Calif. (June 26, 1930.)—Tooth Paste.

304,478.—Alice Warnesson, doing business as Prof. J. Warnesson, Chicago, Ill. (Sept., 1883.)—Lip Rouge.

304,533.—Chesterman Company, Sioux City, Iowa. (June 2, 1930.)—Extracts.

304,551.—Eli Friedman, doing business as Hicksville Bottling Company, Hicksville, N. Y. (July 1, 1926.)—Extracts.

304,617, 304,618.—Jean Stuart Cosmetics, Inc., New Haven, Conn. (June 14, 1930.)—Toilet Preparations and Cosmetics.

304,730.—Marshallene Cosmetic Company, Montgomery, Ala. (Apr. 25, 1930.)—Hair-Straightening Fluid.

304,883.—Or-San Company, Minneapolis, Minn. (Aug. 1, 1929.)—Prophylactic Mouth Wash.

Trade Mark Registrations Granted

(Act of March 19, 1920)

These registrations are not subject to opposition:

M275,653.—Georges Gay, Colombes, France. (Serial No. 302,533, Nov. 28, 1928.)—Toilet Preparations.

M275,658.—John Kvale, doing business as Surety Manufacturing Company, Chicago, Ill. (Serial No. 299,205, March 31, 1922.)—Soap and Soap Powder.

M275,659.—The Kurlash Company, Inc., Rochester, N. Y. (Serial No. 296,878, July, 1929.)—Liquid Waterproof Eyelash Tint.

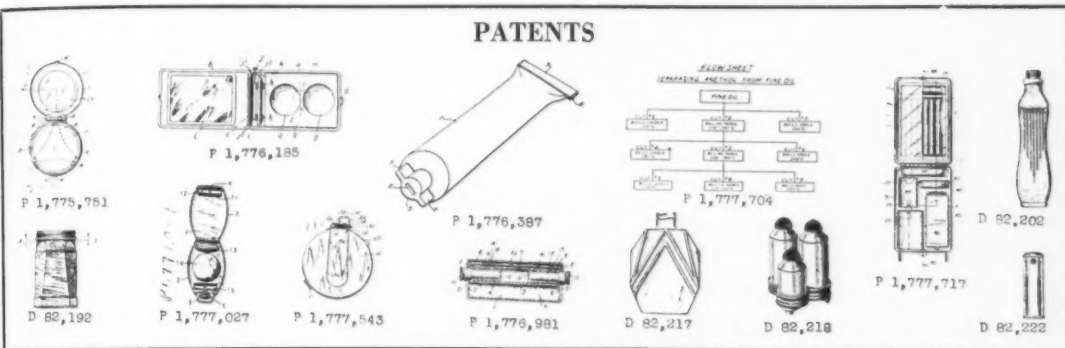
M275,671.—The Kroger Grocery & Baking Company, Cincinnati, Ohio. (Serial No. 288,123, July 1, 1929.)—Lye, Borax, Talcum Powder, Salt and Fly Spray.

Patents Granted

1,775,751. Vanity Box. Laurence P. Dickey, Mountain Lakes, N. J., assignor to August Goertz & Co., Inc., a Corporation of New Jersey. Filed Oct. 26, 1929. Serial No. 402,568. 4 Claims. (Cl. 132—83.)

4. A vanity box comprising, a lower body section and a cooperating upper body section, a pronged cosmetic refill retaining clip positioned within said lower body section, said retaining clip having a central portion riveted to the bottom of said lower body section and prongs radiating outwardly from said central portion, said prongs having resilient end portions comprising circumferentially disposed outwardly offset shoulders providing a three point support for a refill and bezels

PATENTS



formed adjacent said shoulders for yieldably retaining the marginal edges of a refill in engagement with said shoulders, said prongs terminating in radially outwardly curved ends spaced from the side walls of said lower body section and providing for the easy insertion and removal of a refill.

1,776,185. Lady's Vanity Case or Like Container. Madeline Biel Holzman, London, England. Filed March 9, 1929. Serial No. 345,736, and in Germany Jan. 25, 1929. 3 Claims. (Cl. 240—6.4.)

1. A vanity case comprising upper and lower hinged shallow sections, a tubular lamp disposed transversely to the sections and at the hinged ends thereof and entirely enclosed between said sections when the sections are closed upon each other, a battery disposed within one of the sections, and a switch having operative connections to the battery and the lamp, one of the elements of the switch projecting at all times beyond said sections.

1,776,387. Collapsible Tube. William P. Holzmark, University City, Mo. Filed Aug. 22, 1929. Serial No. 387,628. 4 Claims. (Cl. 221—60.)

1. A collapsible tube having a strip secured across the bottom end thereof and projecting therebeyond at one end, and a closure cap for the tube provided with means for attachment to said strip in order to provide a handle for operating the same.

1,776,667. Process for Making Inactive Menthol. Karl Schöllkopf, Dusseldorf-Oberkassel, and Arthur Serini, Dusseldorf-Heerdt, Germany, assignors to Rheinische Kampfer-Fabrik Gesellschaft mit beschränkter Haftung, Dusseldorf-Oberkassel, Germany. Original application filed June 30, 1927. Serial No. 202,739, and in Germany, Feb. 15, 1927. Divided and this application filed Sept. 20, 1928. Serial No. 307,331. 16 Claims. (Cl. 260—153.)

1. The process for manufacturing inactive menthol, the racemate of natural menthol, which consists in heating inactive neomenthol with hydrogenating catalysts and hydrogen under agitation and separating from the reaction product the obtained crude inactive menthol.

1,776,668. Process for Making Inactive Menthol. Karl Schöllkopf, Dusseldorf-Oberkassel, and Arthur Serini, Dusseldorf-Heerdt, Germany, assignors to Rheinische Kampfer-Fabrik Gesellschaft mit beschränkter Haftung, Dusseldorf-Oberkassel, Germany. Original application filed June 30, 1927. Serial No. 202,739, and in Germany, Feb. 15, 1927. Divided and this application filed Sept. 20, 1928. Serial No. 307,332. 5 Claims. (Cl. 260—153.)

1. The process for manufacturing inactive menthol, the racemate of natural menthol, which consists in heating inactive neomenthol with mentholates of the alkali forming metals and separating from the reaction product crude inactive menthol by physical methods.

1,776,669. Process for Making Inactive Menthol. Karl Schöllkopf, Dusseldorf-Oberkassel, and Arthur Serini, Dusseldorf-Heerdt, Germany, assignors to Rheinische Kampfer-Fabrik Gesellschaft mit beschränkter Haftung, Dusseldorf-Oberkassel, Germany. Original

application filed June 30, 1927. Serial No. 202,739, and in Germany, Feb. 15, 1927. Divided and this application filed Sept. 20, 1928. Serial No. 307,333. 16 Claims. (Cl. 260—153.)

1. The process for manufacturing inactive menthol, the racemate of natural menthol, which consists in heating inactive neo-isomenthol with hydrogenating catalysts and hydrogen under pressure and agitation and separating from the reaction product the obtained crude inactive menthol.

1,776,670. Process for Making Inactive Menthol. Karl Schöllkopf, Dusseldorf-Oberkassel, and Arthur Serini, Dusseldorf-Heerdt, Germany, assignors to Rheinische Kampfer-Fabrik Gesellschaft mit beschränkter Haftung, Dusseldorf-Oberkassel, Germany. Original application filed June 30, 1927. Serial No. 202,739, and in Germany, Feb. 15, 1927. Divided and this application filed Sept. 20, 1928. Serial No. 307,334. 6 Claims. (Cl. 260—153.)

1. The process for manufacturing inactive menthol, the racemate of natural menthol, which consists in heating inactive neo-isomenthol with mentholates of the alkali forming metals and separating from the reaction product crude inactive menthol by physical methods.

1,776,671. Process for Making Inactive Menthol. Karl Schöllkopf, Dusseldorf-Oberkassel, and Arthur Serini, Dusseldorf-Heerdt, Germany, assignors to Rheinische Kampfer-Fabrik Gesellschaft mit beschränkter Haftung, Dusseldorf-Oberkassel, Germany. Original application filed June 29, 1927. Serial No. 202,458, and in Germany, Dec. 15, 1926. Divided and this application filed Sept. 20, 1928. Serial No. 307,335. 6 Claims. (Cl. 260—153.)

1. The process for manufacturing inactive menthol, the racemate of natural menthol, which consists in heating solid inactive isomenthol with mentholates of the alkali forming metals and separating from the reaction product crude inactive menthol.

1,776,981. Cosmetic Device. Julio Hartford Rae, Dayton, Nev., assignor of ninety-five one-hundredths to Julio Hensler Rae, Dayton, Nev. Filed March 5, 1929. Serial No. 344,462. 5 Claims. (Cl. 132—82.)

1. A cosmetic device comprising a powder container, a powder puff roller, trunnions for removably securing the roller to the container, and cosmetics disposed in the trunnions.

1,777,026. Smoke Flavor and Aroma Imparting Binder for Food Products, Etc. Julius Alsberg, New York, N. Y., assignor to B. Heller & Co., Chicago, Ill., a Corporation of Illinois. Filed Oct. 31, 1925. Serial No. 65,944. 1 Claim. (Cl. 99—11.)

A composition of the character described, comprising flour serving as a binder for food and other products, combined with a condensate obtained from the destructive distillation of wood, and including the smoke flavor and aroma bearing constituents remaining after the removal of water and the deleterious constituents of said condensate, substantially as specified.

1,777,027. Wrist Vanity Case. Kama d'Arlet, New York, N. Y. Filed Dec. 21, 1927. Serial No. 241,478. 2 Claims. (Cl. 132—83.)

2. In a device of the character described, a casing and cover therefor, a stem holding the cover and base in locked position and movable to release the cover from base, a mirror forming a part of the cover, a recess formed partially in the cover and partially in the base for receiving a lipstick, said lipstick held by a clip to one of the elements, and recesses in the base for holding a rouge pact, powder pact and puff.

1,777,543. Compact or Container with Holder. Carl E. Bashe and Eugene F. O'Neill, Minneapolis, Minn. Filed Nov. 26, 1928. Serial No 321,913. Renewed Oct. 7, 1929. 7 Claims. (Cl. 24—3.)

1. A compact structure having in combination, a comparatively flat container, a wire or rod bent into U shape and extending substantially parallel to one side of said container, one end of said wire or rod being bent substantially at a right angle, means on said container in which said end is journaled to form a pivot for said U shaped portion as it swings toward and from said container, the other end of said wire or rod being bent to form a handle means for swinging said U shaped portion and a spring disposed about said first mentioned end portion for holding said U shaped portion against the side of said container.

1,777,704. Method of Separating Anethol from Pine Oil. Lee T. Smith, Kenil, N. J., assignor to Hercules Powder Company, Wilmington, Del., a Corporation of Delaware. Filed Aug. 11, 1927. Serial No. 212,302. 5 Claims. (Cl. 260—150.)

1. The method of separating anethol from pine oil which includes fractionating pine oil to obtain a cut boiling within about the range 230° C.-240° C. and effecting crystallization of anethol as such therefrom.

1,777,717. Vanity Case. Leon A. Danco, Rockville Center, N. Y., assignor to McKesson & Robbins, Incorporated, Bridgeport, Conn., a Corporation of Connecticut. Filed Nov. 9, 1928. Serial No. 318,121. 13 Claims. (Cl. 132—83.)

1. A casing comprising two hollow members hinged together, a stamping having a plurality of recesses therein with sides extending towards the inner face of said hollow members forming pockets within said members and a cover for one of said recesses having hinge portions on one end thereof, a co-acting hinge portion stamped out of the face of said stamping and a pin engaging said hinge portions.

Designs Patented

82,192. Jar or Similar Container. Walter D. Teague, Forest Hills, N. Y. Filed May 19, 1930. Serial No. 35,688. Term of patent 3½ years.

82,202. Bottle. Floyd K. Winegard, Newark, N. Y. Filed May 20, 1930. Serial No. 35,698. Term of patent 7 years.

82,218. Nail-Polish-Container Set. William H. Gessell, Montclair, N. J., assignor to Dorothy Gray, New York, N. Y., a Corporation of New Jersey. Filed July 31, 1930. Serial No. 36,521. Term of patent 14 years.

82,217. Bottle. Edwin Wendell Fuerst, Toledo, Ohio, assignor to Owens-Illinois Glass Company, Toledo, Ohio, a Corporation of Ohio. Filed July 15, 1930. Serial No. 36,359. Term of patent 14 years.

82,222. Perfume Sprayer or Like Device. George Kollstede, Providence, R. I. Filed Dec. 5, 1929. Serial No. 33,665. Term of patent 14 years.

Bad News from the Front

(Continued from Page 484)

cost our leading manufacturers many millions of dollars, but prove disastrously costly to the very retailers who are now responsible for forcing them upon the consuming public.

What to do about it is a serious question. There is a great deal of anxiety and agitation evident in the groceries industry, and there should be in the drug

industry—especially as regards proprietaries and toilet goods.

There is one thing that should be done. The publishers of the national magazines and the newspapers of the country should get busy and use their columns and spend their money freely to counteract, to the utmost possible degree, this anti-advertising movement. These publications live by advertising. It has made them great and prosperous. Anything which seriously impairs public faith in advertising and public confidence in advertised products will hit them in a vital spot. Diminished confidence in advertising means diminished returns to the advertiser, a higher cost of selling goods through the printed word—and a consequent shrinkage of advertising patronage which will seriously if not critically curtail the publisher's profits.

During recent years the magazines and newspapers—due to a constantly increasing flow of advertising—have been exceedingly prosperous. Likewise they have grown exceedingly cocky. In many cases they have apparently convinced themselves that the advertiser ought to consider himself highly favored to be permitted to use their columns, and their rates and regulations have become annoyingly high and rigid.

The time has come when they should hang their high hats in the closet and really do something for the advertisers who have made them wealthy and the industries which are paying their bills.

Advertising Against Substitution

The magazine *Pictorial Review* has recently set a good example to other publications. It has been running a series of full page advertisements in a considerable list of newspapers, devoted to the subject of advertised merchandise. The purpose of these advertisements is to show the general public that the purchase of advertised commodities insures a higher degree of quality, satisfaction and real economy than does the purchase of unadvertised goods. The *Pictorial Review* advertisements do not merely make bald and unsupported statements but give the proof of all statements made, in such form and language as will convince the lay reader of their validity.

Such missionary work as this, sponsored by magazines and newspapers of real standing with the public, should do much to counteract the present anti-advertising movement, and stiffen the spines of many consumers who are now weakly yielding to the plausible sophistries of the substitutors.

The manufacturer, and the industry as a whole, should not only bring pressure to bear upon the publishers of the country and endeavor to persuade them to lend a hand in this time of trouble, but should take such measures of their own as seem likely to be most effective. The problem is one of merchandising rather than advertising. The consumer is going to take the word of the druggist, in a great majority of cases, rather than that of the manufacturer. It is the druggist who, in some way or another, must be shown the error of his ways, or he will wreck an edifice of public faith and good will which it has taken millions of money and years of labor to erect. The idea of a public converted to the fallacy that the price of every advertised article is increased by a heavy advertising expense incurred in its sale, is appalling.

A Survey of Technical Literature

by Col. M. T. Bogert, Consulting Editor on Synthetics

THE following abstracts are made up from the technical literature of the perfume, toilet preparations, essential oil, synthetic and allied trades. They are intended to present a review of the industry's literature.

172. *Alcohol in oil of cassia.* Schimmel & Co. *Am. Perfumer* 23, 527-8 (1928). Small amounts of alcohol in oil of cassia can be detected readily by determination of the flash-point.
173. *Components of the ethereal oils from Caucasian Citrus Species.* *Trans. Sci. Chem.-Pharm. Inst. (Moscow)* 1927, No. 17, 69-85 (1927). Oil from the fresh leaves of *citrus bigardia* Risso was analyzed and certain of its components identified. Another oil from the leaves of a Japanese orange, "Unshiu," showed quite a different composition.
174. *The determination of the total geraniol content of Java citronella oil and the analytical examination of the latter in general.* A. Reclaire and D. B. Spoelstra. *Ber. Afdeel. Handelsmuseum Ver. Koloniaal Inst.* No. 36, 3-11 (1928). Comparative tests showed that the method of Radcliffe and Chadderton is more accurate than that of Schimmel & Co.
175. *The importance of grinding seeds in the manufacture of coriander and anise ethereal oils.* A. Chernukhin. *Masloboino Zhirovoe Delo (Oil and Fat Ind.) (Russia)* 1928, No. 5, 11-13 (1928). Grinding the seed increased the yield of coriander 17% and anise 5%, with a saving in steam of 10-15% and in time of 25%.
176. *The mutual relation between the size of the grain and the yield of essential oil from coriander.* V. I. Varentzov. *Trans. Sci. Chem.-Pharm. Inst. (Moscow)* 1927, No. 17, 183-6 (1927). More oil was obtained from the smaller grains than from the larger.
177. *Constituents of Indian essential oils. XXIV.* B. Sanjiva Rao, Vishnu P. Shintre and John Lionel Simonsen. *J. Soc. Chem. Ind.* 47, 171-2T (1928). Steam distillation of the rhizomes yielded 0.94% of oil whose constants and composition were investigated.
178. *Essential oil of root of Cyperus rotundus L. of Japan.* Y. Kimura and M. Ohtani. *J. Pharm. Soc. (Japan)* 48, 971-7 (1928). Steam distillation yielded about 1% of the essential oil whose constants were determined and constitution investigated.
179. *The components of Caucasian eucalyptus oils.* B. N. Rutovskii and I. V. Vinogradova. *Trans. Sci. Chem.-Pharm. Inst. (Moscow)* 1927, No. 17, 39-68 (1927). The constants of the oils are reported and the determination of their composition.
180. *Estimation of cineole in eucalyptus oil.* Philip A. Berry. *Australasian J. Pharm.* 1929, 203-6 (1929). The o-cresol method is much more satisfactory than the H_2PO_4 method for the determination of cineol in *E. cneorifolia*.
181. *South African geranium oil.* W. H. Simmons. *Perf. Ess. Oil Rec.* 19, 431-2 (1928). The physical and chemical constants of two samples from the leaves of *Pelargonium* plants are reported and compared with North African and Algerian oils.
182. *Hyssop oil from the Crimea.* B. N. Rutovskii and I. V. Vinogradova. *Trans. Sci. Chem.-Pharm. Inst. (Moscow)* 10, 22-3 (1924). The physical and chemical constants of the oil and an investigation of its composition.
183. *Essential oils of Hyssopus officinalis from Moscow district.* L. P. Guseva. *Trans. Sci. Chem.-Pharm. Inst. (Moscow)* 1927, No. 17, 159-67 (1927). An investigation of the composition of these oils by fractional distillation and subsequent chemical treatment.
184. *Essential oils from the berries of Juniperus excelsa, MB.* B. N. Rutovskii and I. V. Vinogradova. *Trans. Sci. Chem.-Pharm. Inst. (Moscow)* 10, 51-61 (1924). From the berries of Crimean *J. excelsa* MB., 1.1% of oil was obtained and its composition determined.
185. *Norwegian juniper oil. II. Terpenes and other constituents of the oil.* Axel Jermstad. *Riechstoffind.* 4, 44-5 (1929). Contains 1-alpha pinene, camphene, sabinene, terpinene and 4-terpineol.
186. *Composition of oil of spike lavender (Lavandula spica).* B. N. Rutovskii and N. N. Makarova-Semilyanskaja. *Riechstoffind.* 3, No. 4, 28-9 (1928). Seven samples of oil were examined, their constants and composition determined.
187. *Comparative study of methods of determination of citral in lemon essence and characteristics of Spanish essence.* O. Fernandez and A. Moscardo. *Anales soc. espan. fis. quim.* 27, 265-78 (1929). The best method is that of the U. S. Pharm.
188. *New constituents of East Indian lemongrass oil.* F. Elze. *Riechstoffind.* 4, 22-3 (1929). Methyl heptenol, nerol and farnesol are reported.
189. *Composition of the essential oil of Nepeta cataria var. citriodora Beck.* B. N. Rutovskii and I. V. Vinogradova. *Riechstoffind.* 4, 43 (1929). A review of previous work and the examination of a number of different samples.
190. *Estimation of essential oil in folia menthae piperitae.* Horkheimer. *Pharm. Ztg.* 74, 45 (1929). A commentary on the Ger. Pharm. method for the evaluation of peppermint, together with the results obtained on some commercial samples.
191. *Cajuput oil from the Far East.* G. H. Masselman. *Aromatics* 9, 19-20 (1928). An account of the islands where this oil is produced, the primitive methods of production and shipment and its physical characteristics.
192. *Camphor-leaf oil.* Kinzo Kafuku and Ryo Kato. *Bull. Ind. Centr. Dept. Research Inst. Govt. Formosa* 24, 35-40 (1928). An oil obtained from the south of Formosa was investigated and its constants determined as well as the products obtained by fractional distillation.

Grasse Report for October

From Our Own Correspondent

THE market, having shown some activity during July and August, seemed to indicate some hope of a lasting recovery. But this tendency to recover was partly due to purchases by a few well posted houses wishing to profit by the very low prices and replenish under exceptional circumstances stocks of certain materials which were almost exhausted.

In order to sustain this movement, it would have been necessary for foreign customers to decide to resume buying operations, and this has not happened. Our market in the absence of this buying has lapsed again into hopeless dullness. At the same time business in general is beginning to show reassuring signs of a recovery from the recent economic crisis and it may be that the year will not end without more hopeful indications of future improvement.

From the standpoint of the weather we have had a very short summer. There have been only a few warm days in August and September and since the nights have been consistently cool, the mean temperature has not been very favorable for blossoming during these two months. There have been some fairly hard storms giving sufficient moisture but also causing some damage to other than the floral crops.

Jasmin

This crop, the most important of the region, has been benefited by the unfavorable position of the market. The price of the free flowers, fixed at ten francs per kilo, delivered, was far from satisfactory to the growers so that picking was stopped by September 15, which brought an additional loss to this class of growers. Floriage generally reaches its maximum during the second half of August, but this year unfavorable atmospheric conditions brought the daily production well below normal causing a deficit in average collections during this period. And just at the time when the blossoming was at its height, deliveries of the free flowers to the factories were stopped.

These continue to receive the flowers of the "Conventions" which have arrangements with many of the growers under which the perfumers contract to receive the flowers up until October 10 at a price established in advance, viz. 12, 14 or 16 francs, and for a certain number of years. Average prices accordingly were about 12 francs this year. On this account, the manufacture of jasmin products, while considerably reduced, will still be sufficient to take care of normal consuming needs, stocks from last year not being completely exhausted and easily making up the deficit in the current crop.

It is certain that a price of 10 francs per kilo is no longer remunerative to the farmers. The pickers receive 5 francs per kilo plus such things as free lodging and vegetables, so that there remains for the proprietor less than 5 francs which in most instances must

be split with his farmer. In addition he must bear the main costs of farming such as fertilizing, taxes, and interest on his capital. The growers, understanding the situation, aware of the general dullness of business, and recognizing the difficulties into which they have fallen in common with all industries, accept this state of affairs but it is certain that the care given to the plantations will be reduced to the minimum, and that not only will no new plantations be set out, but that abandoned ones will not be restored and some old ones may be replaced by other crops. At the moment, the existing plantations are sufficient for the needs of the perfumers. We may expect, however, that the low price will reduce cultivation and that we may find in a few years a deficient crop which will automatically bring about a restoration in prices of manufactured products.

Tuberose

Tuberose plantations are being reduced each year, the product being used less and less in perfumery. The flowers were in good demand this year resulting in an increase in the price of delivered flowers to 20 francs per kilo against 13 francs last year and 14 francs in 1928. They are mostly used for the manufacture of pomade which should yield an absolute at an attractive price. The concrete is very high and the course of the market will not be known until after the current crop.

Lavender

Although the actual statistics are not yet known, the crop of cultivated flowers will very likely be larger than that of last year while that of the wild flowers will be considerably smaller. On the whole, the crop is slightly below normal. The yield of oil is mediocre and from 15 per cent to 20 per cent less than that of last year on account of damp weather during the growing season and a lack of sun for bringing the tufts to full maturity.

Depending upon locality, the wild flowers brought prices from 50 francs to 70 francs per kilo so that cultivated flowers were almost all sold at the latter figure. The net price was high for distillers working from their own plantations or buying cut flowers so that the small distillers who both gather and distill could make an interesting profit on their oil. Some important transactions have been consummated in the local market and we do not think that the Digne Fair which was held on September 27, and the importance of which is mostly "publicity" will change the course of the market or the prices prevailing. Since both distillers and merchants still have stocks from last year's distillation, the oil requirements for the present season are very well assured.

(Continued on Page 530)



Synthetics and Derivatives

THE market has been quiet to the point of dullness during the entire month. Anticipated recovery in buying has not yet taken place although both manufacturers and importers indicate that they anticipate better conditions during the latter part of the current month and during November. This they base upon the fact that stocks of finished toilet goods are small and with the holiday trade to be taken care of, there must be emergency purchasing. What did not take place in August and September is now looked for in November.

Not much has been done in the way of price concessions in the hope of stimulating the demand for goods. Values are quite well stabilized excepting on certain derivatives where the cost of raw material is a determining factor in quotations. On other items, an occasional shading may be noted but in general asking prices have not been altered materially.

Easier prices are reported in some quarters on higher aldehydes and alcohols and while no general reductions have been named, it is virtually certain that competition is being met. Easier levels are also reported on benzyl acetate.

Linalool is somewhat lower owing to the decreased cost of the raw material. Competition in the item is keen and some very low prices have been reported but are unconfirmed. Geraniol is also easier although not actually lower in price.

There has been a slight decline in bromstrol in some quarters but it has not been followed by all interests. Ethyl vanillin is offered a shade lower by manufacturers, the competition for current small business being keen. Amyl cinnamic aldehyde is in somewhat similar position.

Menthol is firmer in importers' hands and prices have advanced slightly in sympathy with a rise in the shipment quotations. Synthetic is unchanged and is said to be moving well in its comparatively limited channel. Rhodinol is a shade easier although lower prices on quality material have not been noted.

There is no change in the situation in artificial musks. Vanillin is also unchanged in spite of increased costs of raw material. The competition in this item is very keen. Eucalyptol is easier with reports of price shading on the part of some interests.

Other items are generally unchanged although there is an unmistakable tendency to shade prices a bit on actual orders. It is believed that the present buyers' market cannot be of long duration and well advised interests might do far worse than to stock certain items which seem very cheap, even at the openly quoted prices.

Essential Oils

THE market has continued rather quiet during the first month. Some slight improvement in the size of individual orders has been noted in some quarters but on the whole, the situation is little changed from that which prevailed at the time of our last review. Business has continued light. Inquiries have been few and have resulted in little in the way of substantial business. Most buyers are willing to admit that today's prices are below any levels which have been reached in years, but they are still hesitant about coming into the market for substantial quantities. Many appear to believe that they may yet see lower prices and are not convinced by comparisons with pre-war levels, twenty year prices, or any other sort of argument.

The trend of prices during the month has admittedly been downward. This has been due to lack of buying to some extent but more to the pressure to sell which has been apparent in some quarters. There is a real desire to turn inventories of oils into cash and the resulting bargain offers should certainly have been attractive. Most impartial observers are of the opinion that the present bargain levels cannot be long maintained and that, once lost, they are not likely to return for some time. However, buyers are still to be convinced of the existence of this situation save in a few instances where far sighted purchasers have begun to take on supplies of a limited number of oils.

Floral products have not changed much since a month ago. Jasmin products are offered quite cheaply in some quarters and pressure to sell on the part of foreign holders is noted. Lavender is easier in spite of reports on the latter part of the crop as not quite up to expectations. Generally lower prices are not anticipated by many although some offers at easier levels have been reported. There seem to be enough neroli and orange flower products to be had. Rose is unchanged in price and in very light demand.

Citrus oils show little sign of recovery from recent low prices, save in the case of bergamot and lime oil. The former has firmed up owing to the strict control on exports now in force in Italy. Lime oil has advanced sharply with the results of the West Indian hurricane largely responsible. Lemon on the other hand remains weak and while not actually lower, shows little sign of recovery. Observers do not believe that prices will be materially higher during the next twelve months. Orange is in a very similar position with prices more or less unstable and demand nothing to brag about.

The position of the domestic group, which seemed
(Continued on Page 534)

Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bitter, per lb.	\$2.75@	\$2.90
S. P. A.	3.15@	3.25
Sweet True	.55@	.65
Apricot Kernel	.38@	.40
Amber, crude	.30@	.35
rectified	.50@	.60
Ambrette, oz.	46.00@	
Amyris balsamifera	2.20@	2.80
Angelica Root	32.00@	37.50
seed	28.00@	33.00
Anise, tech.	.85@	Nom.
Lead free, U. S. P.	.95@	1.10
Araucaria	1.75@	1.85
Aspic (spike) Spanish	1.00@	
French	1.40@	
Balsam Peru	6.00@	
Balsam Tolu, per oz.	4.25@	
Basil	50.00@	
Bay, Porto Rico	2.25@	2.40
West Indies	2.25@	2.40
Bergamot	3.15@	3.50
Birch, sweet N. C.	1.90@	2.15
Penn. and Conn.	3.00@	4.00
Birchtar, crude	.15@	
Birchtar, rectified	.50@	.55
Bois de Rose	1.40@	2.10
Cade, U. S. P.	.30@	.35
Cajeput, Native	.85@	1.20
Calamus	3.80@	4.15
Camphor, "white"	.28@	.30
sassafrassy	.27@	.29
Cananga, Java native	2.65@	3.00
rectified	3.35@	3.75
Caraway Seed, recti-		
fied	1.85@	
Cardamon, Ceylon	36.00@	
Cascarilla	65.00@	
Cassia, 80@85 per cent	1.15@	Nom.
rectified, U. S. P.	1.35@	1.50
Cedar Leaf	1.30@	1.50
Cedar Wood	.49@	.53
Cedrat	4.15@	
Celery	9.00@	11.00
Chamomile (oz.)	3.50@	5.00
Cherry laurel	12.00@	
Cinnamon, Ceylon	11.50@	15.00
Cinnamon, Leaf	2.25@	
Citronella, Ceylon	.56@	.60
Java	.70@	.75
Cloves Zanzibar	2.20@	2.40
Cognac	22.00@	28.00
Copaiba	.68@	.75
Coriander	6.00@	6.25
Croton	Nominal	
Cubebs	3.20@	3.50
Cumin	7.50@	8.00
Curacao peels	5.25@	
Curcuma	3.00@	
Cypress	4.75@	5.00
Dillseed	4.00@	5.50
Elemi	1.65@	
Erigeron	1.75@	2.00
Estragon	38.00@	
Eucalyptus Aus.		
(U. S. P.)	.47@	.54
Fennel Sweet	1.30@	1.45
Galbanum	26.00@	
Galangal	24.00@	
Geranium, Rose, Al-		
geranian	4.00@	4.50
Bourbon	3.90@	4.25

Geranium, cont.

Spanish	16.00@	
Turkish (Palma		
Rosa)	3.20@	3.40
Ginger	5.40@	5.65
Gingergrass	3.00@	3.15
Grape Fruit	5.25@	6.00
Guaiac (Wood)	2.85@	
Hemlock	1.20@	
Hops	10.00@	14.00
Horsemint	4.25@	
Hyssop	24.00@	
Juniper Berries, recti-		
fied	2.10@	2.50
Juniper Wood	.60@	.62
Laurel	15.00@	
Lavender, English	32.00@	
U. S. P. "X"	2.60@	4.75
Garden	.50@	.55
Lemon Italian	1.30@	1.65
Calif.	1.20@	1.50
Lemongrass	.80@	.95
Limes, distilled	9.00@	10.00
expressed	20.00@	22.00
Linaloe	2.35@	2.55
Lovage	27.50@	
Mace, distilled	1.60@	
Mandarin	5.75@	9.00
Marjoram	6.25@	
Melissa	5.00@	
Mirbane	.15@	
Mustard, genuine	10.00@	12.00
artificial	1.80@	2.00
Myrrh	10.00@	
Myrtle	4.00@	
Neroli, Bigarade, pure	17.00@	240.00
Petale, extra	200.00@	295.00
Neroli, Bigarade, pure	170.00@	240.00
Nutmeg	1.60@	
Olibanum	6.50@	
Orange, bitter	2.90@	3.00
sweet, W. Indian	2.70@	3.15
Italian	2.75@	3.00
Spanish	3.20@	3.50
Calif. exp.	3.00@	3.15
dist.	1.30@	1.60
Origanum, imitation	.50@	.85
Orris Root, concrete		
domestic (oz.)	7.00@	9.00
foreign (oz.)	7.00@	9.00
Orris Root, absolute		
(oz.)	90.00@	100.00
Orris Liquid	22.00@	28.00
Parsley	8.00@	9.25
Patchouli	6.50@	8.00
Pennyroyal, American	1.85@	2.15
French	1.30@	
Pepper, black	10.25@	
Peppermint, natural	2.45@	2.65
redistilled	2.65@	3.00
Petitgrain, So. Amer.	1.70@	1.90
French	3.00@	6.00
Pimento	3.30@	4.00
Pine cones	3.75@	
Pine needle, Siberia	.71@	.80
Pinus Sylvestris	2.00@	2.15
Pumilionis	2.55@	
Rhodium, imitation	2.00@	4.50
Rose, Bulgaria (oz.)	16.00@	29.00
Rosemary, French	.55@	.60
Spanish	.38@	.43
Rue	3.15@	
Sage	3.00@	
Sage, Clary	135.00@	Nom.

Sandalwood, East In-

dia	8.50@	9.00
Australia	5.90@	6.60
Sassafras, natural	1.40@	2.00
artificial	.33@	.37
Savin, French	2.80@	3.00
Snake Root	11.50@	13.00
Spearmint	3.35@	3.65
Spruce	1.20@	
Styrax	12.00@	
Tansy	3.85@	4.00
Thuja	1.75@	
Thyme, red	.90@	1.20
White	1.05@	1.55
Valerian	8.00@	10.00
Verbena	3.75@	7.00
Vetivert, Bourbon	7.00@	8.50
Java	10.00@	25.00
East Indian	30.00@	
Wine, heavy	1.80@	2.00
Wintergreen, South-		
ern	4.00@	
Penn. and Conn.	7.75@	8.50
Wormseed	4.50@	5.00
Wormwood	7.25@	8.00
Ylang-Ylang, Manila	30.00@	32.00
Bourbon	8.00@	11.00

TERPENELESS OILS

Bay	5.75@	6.00
Bergamot	11.50@	
Clove	5.25@	
Coriander	23.50@	
Geranium	9.00@	13.50
Lavender	10.00@	
Lemon	10.50@	18.00
Lime, Ex.	75.00@	
Orange, sweet	85.00@	100.00
bitter	110.00@	125.00
Petitgrain	5.75@	6.50
Rosemary	2.50@	3.75
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U. S. P.		
VIII	3.60@	
Alcoholic	3.50@	
Cubeb	3.25@	
Ginger, U. S. P. VIII	3.00@	
Alcoholic	3.25@	4.60
Malefern	1.45@	1.60
Oak Moss	15.00@	15.50
Olibanum	3.25@	
Orris	17.00@	28.00
Patchouli	16.50@	18.00
Papper, black	4.00@	4.60
Sandalwood	16.00@	
Vanilla	6.75@	8.75

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	3.50@	4.00
Acetyl Iso-eugenol	9.00@	
Alcohol C 8	20.00@	40.00
C 9	40.00@	70.00
C 10	30.00@	50.00
C 11	35.00@	60.00
C 12	25.00@	50.00

Aldehyde C 8	55.00@	Hydratropic Aldehyde	25.00@	27.50	Vanilla Beans		
C 9	80.00@140.00	Hydroxycitronellal	5.50@	10.00	Mexican, whole	3.50@	5.50
C 10	50.00@ 82.00	Indol. C. P. (oz.)	2.65@	5.00	Mexican, cut	3.25@	3.50
C 11	72.00@ 77.00	Iso-borneol	2.30@		Bourbon, whole	1.65@	2.25
C 12	75.00@105.00	Iso-borneol Acetate	3.25@		Bourbon, cut	1.40@	1.90
C 14 (so-called)	15.00@ 35.00	Iso-butyl Benzoate	2.75@	3.25	South American	3.00@	3.25
C 16 (so-called)	20.00@ 40.00	Iso-butyl Salicylate	3.00@	6.00	TINCTURES		
Amyl Acetate	.85@ 1.00	Iso-eugenol, dom.	5.00@		Ambergris	18.00@	24.00
Amyl Butyrate	1.40@ 1.75	foreign	5.00@	6.00	Benzoin	1.75@	
Amyl Cinnamate	2.50@	Iso-safrol	1.75@		Civet	3.00@	5.00
Amyl Cinnamic Alde-		Linalool	3.00@	3.75	Musk, nat.	32.00@	
hyde	5.00@ 7.50	Linalyl Acetate 90%	3.75@	4.25	Orris, root	2.00@	
Amyl Formate	1.75@ 2.00	Linalyl Benzoate	10.50@		Balsam Tolu	1.50@	
Amyl Phenyl Acet.	5.00@ 5.75	Linalyl Formate	10.00@	12.00	Vanilla	3.00@	
Amyl Salicylate, dom.	1.15@ 1.45	Menthol, Japan	4.25@	4.75	SOLUBLE RESINS		
foreign	1.65@	Synthetic	3.00@	4.00	Ambrette	18.00@	
Amyl Valerate	3.00@ 3.50	Methyl Acetophenone	3.50@	3.75	Benzoin	2.75@	4.00
Anethol	2.00@ 2.25	Methyl Anthranilate	2.50@	3.00	Castoreum	28.00@	
Anisic Aldehyde, dom.	3.85@	foreign	2.90@		Chypre	13.00@	
foreign	3.85@ 4.15	Methyl Benzoate	1.85@	2.25	Civet	80.00@	
Benzaldehyde, U.S.P.	1.45@	Methyl Cinnamate	4.10@	4.50	Galbanum	6.00@	
F. F. C.	1.55@ 1.90	Methyl Eugenol	7.00@	9.00	Labdanum	6.00@	7.00
Benzophenone	3.00@ 5.50	Methyl Heptenone	6.50@	8.00	Myrrh	6.50@	7.00
Benzylidenacetone	2.50@ 4.00	Methyl Heptene Carb.	20.00@	36.00	Oak Moss	14.00@	16.00
Benzyl Acetate, dom.	.85@ 1.00	Methyl Iso-eugenol	8.50@	12.50	Olibanum	3.50@	6.00
foreign	.85@ 1.25	Methyl Octine Carb.	24.00@	32.00	Opoponax	6.00@	12.00
Benzyl Alcohol	1.40@ 2.25	Methyl Paracresol	6.75@	7.50	Orris Root	18.00@	35.00
Benzyl Benzoate	1.05@ 2.00	Methyl Phenylacetate	4.65@	6.00	Patchouli	10.00@	18.00
Benzyl Butyrate	5.50@ 6.25	Methyl Salicylate	.42@	.50	Peru Balsam	6.50@	
Benzyl Cinnamate	7.00@ 9.00	Musk Ambrette	7.00@	8.00	Sandalwood	12.00@	16.00
Benzyl Formate	3.35@ 3.60	Ketone	7.50@	9.50	Styrax	3.00@	4.50
Benzyl Iso-eugenol	18.00@ 27.00	Xylene	2.80@	3.15	Tolu Balsam	4.50@	6.00
Benzyl Propionate	2.00@ 5.50	Nerolin (ethyl ester)	1.50@	1.75	Vetivert	15.00@	25.00
Borneol	2.65@ 3.00	Nonyl Acetate	48.00@		CERTIFIED FOOD COLORS		
Bornyl Acetate	2.60@ 3.35	Octyl Acetate	32.00@		Amaranth	3.50@	4.00
Bromstyrol	4.00@ 5.00	Paracresol Acetate	5.25@	6.00	Orange II	3.50@	4.00
Butyl Acetate	.60@	Paracresol Methyl			Tartrazine	3.50@	4.00
Butyl Propionate	2.00@	Ether	7.00@	8.00	Ponceau 3R	6.00@	7.50
Butraldehyde	12.00@	Paracresol Phenyl	14.00@	20.00	Ponceau SX	5.00@	5.25
Carvene	1.15@	Acetate			Indigo	15.00@	
Carvol	3.75@ 4.25	Phenylacetaldehyde	5.00@	7.00	Erythrosine	20.00@	
Cinnamic Acid	4.00@	50% imported	5.00@	7.00	Guinea Green B	15.00@	
Cinnamic Alcohol	3.10@ 3.75	100%	8.50@	10.50	Light Green S.F.	25.00@	
Cinnamic Aldehyde	2.75@ 4.25	Phenylactic Acid	3.00@	4.00	Fast Green, F.C.F.	30.00@	
Cinnamyl Acetate	10.00@ 12.00	Phenylethyl Acetate	9.00@	13.00	Yellow, A.B.	3.50@	
Cinnamyl Butyrate	12.00@ 14.00	Phenylethyl Alcohol	4.50@	5.00	Yellow O.B.	3.50@	
Cinnamyl Formate	13.00@	dom.	4.50@	5.25	Sunset Yellow, F.C.F.	3.10@	3.25
Citral C. P.	2.75@ 3.00	imported	4.50@	5.25	Naphthol Yellow C.	8.00@	
Citronellol, dom.	3.75@ 4.00	Phenylethyl Butyrate	16.00@	20.00	SUNDRIES		
Citronellal	2.85@ 3.25	Phenylethyl Formate	18.00@		Alcohol, Cologne		
foreign	3.75@ 5.00	Phenylethyl Propio-			spirits per gal.	2.65 1/2@	2.76 1/2
Citronellyl Acetate	6.00@ 10.00	nate	18.00@		Ambergris black	Nominal	
Coumarin	4.00@	Phenylethyl Valerate	20.00@		gray	39.00@	Nom.
Cuminic Aldehyde	62.00@	Phenylpropyl Acetate	12.00@	14.00	Baudruche skins,		
Dibutylphthalate	.30@ .36	Phenylpropyl Alcohol	9.00@	14.00	gross	18.00@	25.00
Diethylphthalate	.32@ .37	Phenylpropyl Alde-			Beaver Castor	8.00@	12.00
Dimethyl Anthrani-		hyde	12.00@		Castoreum	12.50@	15.00
late	6.25@ 7.00	Rhodinol, dom.	8.00@	20.00	Chalk, precipitated	.03 1/2@	.06 1/2
Dimethyl Hydroqui-		foreign	9.50@	22.50	Cherry laurel water,		
none	4.00@ 6.00	Safrol	.34@	.38	gal.	1.25@	
Dimethylphthalate	.65@	Santalyl Acetate	22.50@		Civet, ounce	3.75@	4.50
Diphenylmethane	1.75@ 2.45	Skatol, C. P. (ob.)	9.00@	10.00	Clay, English	.02 1/2@	.03 1/2
Diphenyloxide	1.20@	Styralyl Acetate	20.00@		Kaolin	.06@	.08
Ethyl Acetate	.50@ .55	Styralyl Alcohol	20.00@		Lanolin, hydrous	.18@	.20
Ethyl Anthranilate	5.50@ 6.00	Terpineol, C. P. dom.	.36@	.40	anhydrous	.20@	.23
Ethyl Benzoate	1.80@	Thymene	.35@	1.15	Magnesium Stearate	.26@	.30
Ethyl Butyrate	1.50@	Thymol	2.40@	3.00	Musk, Cab. pods		
Ethyl Cinnamate	3.50@	Vanillin (clove oil)	6.25@	7.15	ounce	22.50@	Now.
Ethyl Formate	1.00@ 1.25	(guaiacol)	6.00@	6.90	Cab., grained	Nominal	
Ethyl Propionate	2.00@ 2.65	Vetivertl Acetate	21.00@	25.00	Tonquin, pods	20.00@	
Ethyl Salicylate	2.10@ 2.60	Violet Ketone Alpha	5.00@	10.00	Tonquin, gr.	27.00@	
Ethyl Vanillin	15.00@ 20.00	Beta	5.50@	8.00	Orange flower water,		
Eucalyptol	1.00@ 1.15	Methyl	5.25@	8.00	gal.	1.50@	
Eugenol	3.60@ 4.50	Yara Yara (methyl	1.50@	1.75	Petrolatum, white	.06 3/4@	.08 3/4
foreign	3.50@ 4.50	ester)			Rose water, gal.	1.25@	
Geraniol, dom.	2.00@ 6.00	BEANS			Saponin	1.60@	
foreign	2.10@ 5.00	Tonka Beans, Para.	1.00@	1.25	Talc, domestic, ton.	18.00@	33.00
Geranyl Acetate	2.90@ 4.00	Angostura	2.00@	2.15	French	40.00@	45.00
Geranyl Butyrate	10.50@ 12.00				Italian	50.00@	65.00
Geranyl Formate	7.00@ 11.00						
Heliotropin, dom.	2.10@ 2.40						
foreign	2.50@						

Zinc oxide, U. S. P.13½@	.15	Patchouli leaves25@	.90	Balsam, Peru	2.00@	2.10
Zinc stearate24@	.28	Peach Kernel meal35@		Tolu	1.30@	1.40
CRUDE DRUGS								
Almond Meal20@	.35	Quince seed75@	.90	Fir, Canada, gal. . . .	12.00@	12.50
Cardamon seed, decort . . .	1.75@	1.80	Reseda flowers, powd. .	1.50@	1.65	Oregon, gal.	1.50@	1.75
Henna, powdered16@	.35	Rhubarb Root, powd. . .	.35@	.65	Guarana	3.25@	3.65
Lavender flowers, select . .	.45@	.60	Rice starch12@	.15	Gum benzoin, Siam . .	1.75@	1.85
ordinary30@	.35	Rose leaves, red	1.75@		Sumatra50@	.55
Orange flowers40@	1.00	pale50@		Gum galbanum	1.35@	1.50
Orris root, Florentine17@	.25	Sandalwood chips45@	.50	Gum myrrh45@	.60
powdered25@	.70	Vetivert root30@		Labdanum	3.50@	5.50
Verona16@	.20	Violet flowers95@	1.15	Olibanum, tears19@	.35
powdered23@	.55	GUMS AND BALSAMS			siftings12½@	.14
			Balsam Copaiba, S.A. . .	.30@	.34	Styrax40@	3.35
			Para28@	.32	Venice turpentine, true, gal.30@	

Essential Oils

(Continued from Page 531)

a bit more favorable last month, is none too stable at the moment. Buyers of peppermint are not operating very heavily and the country is understood to be pressing goods for sale in some quarters at very low prices. Spearmint is also unsettled and somewhat easier. Wormseed is firm but has not advanced as much or as rapidly as many had anticipated. Wormwood is cheaper than in several years and no one seems much interested in its declining price.

Seed and spice oils show no sharp changes although there has been strength in oil of cloves owing to the exceptionally strong position of the spice. Anise and cassia are both considerably easier than they were last month and shipments are being offered at rather low prices on both of these items. Pimento is somewhat higher owing to the effect of the storm. Other changes are lacking with most oils subject to some shading on actual orders. Sellers are willing to make such concessions in the hope of moving goods. Demand has been fair during the canning season and is likely to be good until the middle of next month.

Miscellaneous oils show no material changes. Croton has practically disappeared from the market with only very small supplies available and these held at extremely high prices. Cedar wood is a shade firmer. Cajeput is easier. Bois de rose and linaloe are both in better supply and recent high prices have been entirely overcome. Patchouli is very firm and so is sandalwood, neither being in any large supply. Other items on the list are practically unchanged with the general average of prices well below normal and a large number of bargain items to be had by the wise purchaser.

French Perfume and Toilet Preparation Export Trade

Exports of perfumes and toilet preparations from France continued to increase in value during the last three years having attained an average yearly value of approximately \$22,000,000. The United Kingdom, the United States, Belgium, Argentina, and Italy were in the order named the best markets.

Rewards of Idleness

Idleness will rust gold, tarnish silver and even stain a good reputation.—*The Silent Partner.*

Vanilla Beans

The market has settled into a quiet position with only a normal late season demand in evidence. Prices have shown no change during the month although it is reported that high quality Bourbons are not so freely offered as they were a short time ago. Mexicans continue in very firm hands and there is some talk of higher prices, but it is unlikely that these will be realized at once. In general, the market is dull but reasonably steady and without immediate prospective change.

Crude Drugs and Sundries

Comparatively few changes have taken place in this section of the market since our September review. Conditions have not been favorable for large business and while prices have been shaded, reductions in the hope of attracting trade, have not been much in evidence. On the whole, the market is at low levels and some materials seem to be offering at bargain prices but there is not a great deal of interest in them.

Grasse Report for October

(Continued from Page 526)

Clary Sage

This crop varies greatly from one year to the next and in accordance with the demand from the perfumers so that it is impossible to attain a stabilized price or regular production. The oil which was extremely high in 1928 with a very sustained demand, has since declined sharply and is now hard to sell although its price has reached a point where there should be an ample profit for the perfumer. The crop is sufficient to take care of the demand.

Hyssop

Demand is quite active for this oil. Last year's crop was completely absorbed and the new crop is no more than sufficient for the demand.

Other Essential Oils

For the other native essential oils, we note a small crop of true peppermint. In spite of the incomparable quality of this variety it competes with difficulty with the Italo-Mitcham variety which is priced much lower.

Criticizing and Condemning

Before criticizing and condemning a man, mentally take that man's place and acquaint yourself with the true situation; then you are more liable to congratulate that man for having done so well.—*The Silent Partner.*

2.10
1.40
12.50
1.75
3.65
1.85
.55
1.50
.60
5.50
.35
.14
3.35



Vegetable Oils Under New Tariff

by D. A. Horgan

THE imposition of a new duty on certain items in the vegetable oil line, together with the increase in duty on various items in the list, has caused some concern to the smaller soapmakers and allied lines.

Quite a number of the oils are admitted free if denatured and, while the government feels that it has allowed rather a wide range of denaturants to be used so that the oil may be brought in free of duty, nevertheless, the smaller consumer who is making a neutral product is more or less concerned at the thought of adding any of these items to the oils, due to the fact that he is fearful of the odor being carried through to the finished product. The larger manufacturers seemingly as a general proposition are able to overcome this difficulty, which is probably due to the fact that very few of them are turning out a particularly high grade quality product. The smaller manufacturer who has established a market for a high grade soap at a particularly remunerative figure, is disinclined to add anything to his raw material which could by any chance cause complaint. Where large quantities of material are being used the most acceptable denaturant is caustic soda, but due to the fact that the material must be dumped in the presence of the government representative and the material saponified makes it particularly inconvenient.

The following is a list of the denaturants permitted by the government:

Rosin oil, turpentine, caustic soda, pyridin, creosote, aniline oil, oleoresin capsicum, oil of rosemary, pine tar, or sulphuric acid.

And in addition to these kerosene has been added, only as an experiment.

More Soap Needed

(Special Correspondence)

Under a new Bill which the Polish Home Ministry is drafting, all Poles must take a bath at least once per week. Every citizen will receive a bath card, which will be solemnly stamped by an official when the monthly wash has been completed. Persons under 10 and over 60 years of age will be excused, also those who are sick and who possess their own bathrooms—"where it can be taken for granted they are used."

Commenting on the new Bill, a Polish newspaper suspects that it is a stunt inspired by soap manufacturers desirous of increasing their sales.

Manufacture of Cold-Made Soap*

by D. Sabramny and J. Stzkowitsch

SOAP made from cottonseed oil, and which is used exclusively in its original state in Central Asia, shows up these defects: at one time, the saponification process very slowly, and at other times, spots and exudations form on the soap. The authors used catalyzers, as alpha- and beta-naphthol, to accelerate saponification, and found that by applying these catalyzers in less than 0.25 per cent amounts, the same effect might be secured. In the manufacture of soap in large quantities, an addition of 0.1 per cent catalyzer would be sufficient; other than this, whether 1 per cent, 0.5 per cent, 0.2 per cent, or 0.1 per cent catalyzer takes effect on the solution, there is a rise in the temperature ranging from 20 to 28 degrees. To produce a better result when using less catalyzer, sulphuric acid in amounts of 0.3 to 0.8 per cent should be added. Before this, however, the sulphuric acid is mixed with the oil for 15 minutes, in the hope that the sulpho-acid compound so formed may effect a better emulsification.

Here too, it was evident that in spite of inner emulsification, no rise in temperature and consequently no acceleration of the saponifying reaction appeared. In this way, it could be observed that dark, unrefined cottonseed oil would saponify more easily in a cold state than refined cottonseed oil would. However, a dark soap is obtained.

Authors are of the impression that although alpha-naphthol possesses good catalytic characteristics, yet it has no practical use, since by an addition of only 0.2 per cent, the acquired soap takes on a dark green color, shading from a chocolate-brown to a dark green. By adding 0.5% beta-naphthol, a light brown soap is obtained, that gradually becomes lighter when exposed to air; by adding 0.2% beta-naphthol, the soap has a beautiful flesh color when taken out of the mould.

The washing power and economic quality of this cold-made soap was ascertained by trial washings. This soap produces thick suds, and lasts longer than those made of the same oil but boiled. Laboratory trials ascertained that the soap could be taken out of the mould and pressed after three hours (by addition or 0.2% catalyzer). By the use of about 30 to 33% diluted lye, the yield which amounts from 146 to 149% can easily be increased. The working arrangement would be comparatively simple. One battery of moulds would be sufficient. The emulsification can be obtained in suitable autoclaves in which the saponification continues to the end. The capacity of the mould is 25

* Seifens-Zeitung, No. 17, 1929.

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Perfumes in Soaps

A Description of Certain Synthetics and Their Use in This Industry

by Dr. Paul Jellinek*

THAT the composition of a good perfume—whether it be a blossom odor or a fanciful one—is the product of an art which requires knowledge of the subject, experience and good taste, will undoubtedly pass unchallenged by anyone who has ever had anything to do with this sort of work. Yet, surprising enough, it is an opinion widely held in the trade itself, that to perfume a soap is a very simple matter, at bottom.

This view is founded on the idea that less is demanded in the way of odor from a toilet soap than of a liquid perfume whose only purpose is to spread a perfumed vapor, whereas the soap has the utilitarian purpose of a cleanser and is primarily bought and used for its washing qualities.

Without denying for a moment the truth of the latter assertion, I should still like to point out that to prepare a composition of perfume that will meet the requirements set by the present-day sophisticated public is by far a more difficult task than preparing the composition of a perfume extract. When perfuming a soap, not alone is all the skill of the perfumer needed, but likewise a knowledge of how each perfuming substance behaves in the soapy mass.

There must be taken into account the chemical reactions of certain odoriferous substances in the presence of free alkali or its carbonate and in the presence of the oxygen of the air, since such reactions often cause an alteration in the scent or are likely to lend color, which must be avoided these days when fashion decrees that soap shall be as nearly as possible white or, at best, only delicately tinted.

One might, indeed, imagine that by now it would be perfectly clear and familiar to everybody just which perfumes are suited for soap uses, which ones do not lend color to the soap, and which ones, on the other hand, have properties of one kind or another that would disqualify them for use in soaps in general or in white soaps in particular. And yet the truth of the matter is that these things have been ascertained for only a comparatively small number of perfumes while with respect to many others the most divergent opinions are entertained, so that one is likely to encounter diametrically opposite views on the subject in different quarters.

This uncertainty is traceable to a number of causes.

First of all, the familiar term "seifen-echt" (soap true, suited for soap purposes) does not possess a single, unambiguous meaning, since the various kinds of soaps (curd and filled soap, i. e., soap with a glycerine base and soap stirred cold), being, of themselves, substances of different composition, must necessarily react differently with the same perfumes; while, in

addition, it is an important and fundamental consideration in every reaction whether the perfume is added after complete saponification (as with crushed soaps) or before (as with coconut soaps), whether the saponified mass at the time perfume is added has such or such a temperature, and other considerations more.

Accordingly it would be more correct if a perfume instead of being termed "true for soaps" were called "true for alkali" or "free of alkali," as, in fact, is often done. When calling any substance "true for soaps" it is absolutely necessary to add whether its suitability holds for all kinds of soaps or only for crushed soaps.

As a matter of fact, there are many perfuming materials which change or lose their scent in cold-stirred soaps, whereas in crushed soaps they keep true.

I have accordingly set myself the task of investigating several of the most outstanding perfumes with as much care as possible to determine their fastness and genuineness when used in soaps, and in carrying on my work I had in mind observing such conditions as would make the results of my tests of value for practical trade purposes.

As a soap basis a practically odorless basic soap was taken, with a content of 0.02% of free alkali (plus carbonate figured for NaOH), and a cold-stirred coconut soap, prepared in the usual way but with a solution of caustic soda.

The soaps were perfumed 1% when the perfume under study was liquid. From the crystallized substances 2% of a 25% benzyl benzoate solution was added, so that (as regards the crystal substance) the perfuming was only ½%.

Of each type of soap four pieces were prepared: two of these were packed in wax paper and the other two exposed to the light for observation.

The behavior of the various perfumes tested was as follows:

Methyl anthranilate: In crushed soap, the unpacked soap exposed to the light had taken on a distinctly grayish tinge within 24 hours, growing darker in the succeeding few days. The odor constantly and rapidly decreased in strength until only a rather musty and disagreeable smell remained which still lingered at the end of two months. The packed piece began to show a grayish coloring only after a month's time but with only a faint alteration in the smell; within three months the gray was quite obvious and the odor much weaker and less agreeable. Within five months the soap had a distinctly disagreeable odor and a dark gray color.

In the cold-stirred soap, unpacked: Within 24 hours there was an obvious fading in the color and a distinctly unpleasant odor; within the week the same was true of the packed soap.

*Deutsche Parfümerie Ztg., No. 14.

Anisic aldehyde (Aubepine): There was no change in coloring in any of the tests made. Both in the crushed and cold-stirred soaps, exposed unpacked to the light, the odor vanished completely in four days. The same was true of the wrapped coconut soap. The crushed, wrapped soap retained its odor for three months, although it kept gradually weakening away.

Chlorine-free Benzaldehyde: In crushed and in coconut soap, exposed: odorless within three days. Wrapped: practically odorless within four weeks. In no case did the color change.

Benzyl acetate: In the crushed soap, exposed: the odor disappeared in ten days; wrapped: it was still perceptible at the end of four months, gradually weakening, however, until by the sixth month all odor was gone. In the cold-stirred soap, the odor of the unwrapped piece disappeared entirely in four days, but in the packed piece it was still slightly perceptible for two weeks. There was no color change.

Benzyl propionate: in the crushed soap, unwrapped: after three weeks there was hardly any perceivable odor (the slight smell noticeable was a rancid one); wrapped: the odor was still evident after six months. The cold-stirred soap behaved the same here as in the case of the benzyl acetate, above.

Methyl Benzoate (likewise the ethyl ester): in the crushed soap, exposed: the odor kept diminishing until it had completely vanished in ten days. In the wrapped soap the odor was perfectly unaltered after three months, following which it gradually weakened, although even after eight months it was still plainly perceptible. In the cold-stirred, wrapped soap, the odor was retained for only about three weeks, after which it faded out completely. The exposed piece of coconut soap had no trace of odor left within the week. No color alteration was noticeable in any instance.

Bromstyrol: crushed soap, exposed: held its odor for six weeks; the packed soap retained it for a year, though faintly. The cold-stirred soap behaved similarly, but within the week the exposed piece of soap showed some delicate yellow streaks.

Bornyl acetate: Crushed soap, exposed, did not alter its smell for nearly three weeks but following that the odor weakened; the wrapped piece was practically unchanged in odor a year later. The cold-stirred pieces of soap, both the exposed and the wrapped, within the week smelled somewhat unpleasantly like camphor but did not change color.

Vanillin: The crushed soaps retained their odor for a full six months practically unaltered, whereas the coconut soaps lost their smell within from one month to three. All the pieces of soap took on a decided brown color in a short space of time.

Citral: Crushed soap, exposed: The odor quickly fades and practically vanished within the week. The color became a yellowish brown. Wrapped: the smell remained practically unaltered for three months, following which it gradually subsided, taking on a light brown shade the while; but even after six months the odor was still distinctly perceptible. It had, of course, lost its original freshness and had become resin-like in character. The cold-stirred pieces of soap lost their odor in a few days and became discolored.

Citronellal: Crushed, wrapped: the odor and color remained unchanged for three months; then the odor

gradually faded although at the end of six months it was still perceptible and unchanged. In the cold-stirred soap, exposed, the same as the exposed crushed soap, the odor disappeared in three days' time completely, but was retained in the wrapped piece for three weeks.

Citronellol: Crushed, exposed: the odor held for something like a month, practically unchanged; the wrapped piece retained its odor for 18 months. The cold-stirred pieces behaved similarly. In all cases the color remained unaffected and unchanged.

Coumarin: All of the pieces of soap kept their odor and their color unaltered throughout the period of observation, 18 months.

Diphenyloxide: Behaved like the Coumarin.

Eugenol: Within 24 hours all of the pieces, the unpacked ones especially, had turned brown. The exposed pieces lost all odor within the week or so. The wrapped, crushed soap, within about a week, had a musty, sweetish odor, unpleasant to the smell, which overpowered the original fresh odor more and more throughout the six months that it lasted. In the cold-stirred soap the same change of smell was noticeable within only two days.

Geraniol: Behaved the same as citronellol, except that in no case did the smell of geraniol appear so strong and fresh as in the case of the citronellol, the latter apparently being better able to superimpose itself on the odor of the soap.

Heliotropin: The odor and color in the packed soaps remained unchanged throughout the period of observation. The exposed pieces took on a delicate rose tint in a few days' time.

Methyl heptine carbonate: This was tested out with the crushed soap only. The exposed piece lost its odor completely within the week. In the wrapped piece it was retained unchanged for about a month after which it lost freshness and began to have a somewhat greasy smell. Three months later the greasy smell was only the stronger. The color did not change.

Hydratropic aldehyde: Used only in the crushed soap and observed only in the packed piece. Same took on a pungent, disagreeable odor, like cresol, within the week, the color changing to a dark brown.

Hydroxy-citronellal: Three parallel experiments were made with this perfume, on account of its great importance especially in flower compositions and because it is prescribed for so many soap compositions. All three tests gave the same results (each test being made with the product of a different firm). Crushed soap, exposed: The soap lost its agreeable aroma within two days, altogether, and became unpleasant and rancid; some delicate yellow streaks appearing on same.

Manufacture of Cold-Made Soaps

(Continued from Page 531)

hundredweight. Under the assumption that the soap may be taken out of the mould in four hours, the daily production would amount to 150 hundredweight. In Turkestan, this soap had to be cooled in a refrigerator during the summer months.

The impossibility of extracting the resulting glycerine is, however, considered a great deficiency.

Soap Materials Market

Vegetable Oils

Prices of many vegetable oils have been reduced fractionally during the past few weeks, due largely to lack of buying by consumers and the general easier trend of outside markets. Crude coconut oil is quoted today at 4½c lb. Pacific Coast and 5¼c lb. New York in sellers' tanks for nearby deliveries while forward deliveries over the balance of this year and also for early next year, are quoted slightly higher. Coconut oil buying has been comparatively small but at present low figures, soap makers and other consumers are showing a good deal of interest in next year's shipments.

Crude cottonseed oil declined to 6¼c and 6c lb. in the Southeast and Valley while in Texas 5½c lb. has been named. Not much oil is being offered at these prices but at the same time, consumers seem to be content to wait until prices reach their views. On the other hand, crude corn oil, which usually follows the trend of cottonseed oil, has been much steadier lately and has advanced from 6¼c to 7¼c lb. Mid-west mills. This, however, is due largely to the smallness of production.

A. H. HORNER.

Glycerine

This market has held reasonably steady during the month and there has been a moderate demand for 30 degree material, principally for anti-freeze purposes. The trade believes that there will be a good season for this type of material and preliminary orders by service stations have been unusually good. The result has been that stocks of crude are by no means heavy. Dynamite has changed in price and is in reasonably good demand although heavy buying has not been noted. Chemically pure is slack but sellers have maintained the schedule very well and only slight shading is reported from one or two quarters.

Tallow

Despite recurrent periods of tautness the tallow market has reached a low pitch—the lowest it has been during the past ten years. While at this writing there is little news of a bullish nature to be found, when a market has undergone such a drastic decline it is subject to an upward reaction at any time. The larger producers of tallow both here and in the Middle West have continued to keep their output sold in advance for a month to six weeks. There is, consequently, no surplus of supplies hanging over the market.

The past ten days have shown a slightly better inquiry, particularly for the better productions of City Extra grade tallow, which are held at 5½c per pound loose f. o. b. sellers' plant. The market on Fancy tallow is considered 5½c to 5¼c per pound delivered; best quality House grease 4¼c loose sellers' plant; No. 2 tallow 4¼c to 5c per pound.

Prime Packers' tallow is quoted nominally at 5½c per pound loose Chicago. Sales of 40-40 stock were made at 4c loose Chicago.

E. H. FREY.

Industrial Chemicals

Business has been unsettled in alkalis by the activities of some holders of caustic soda who have offered goods at well below the schedule of prices. Sales of spot caustic in New York have been made at as low as \$2.55 per 100 pounds and this price has been met by some of the leading electrolytic makers with the result that the market has become more or less demoralized and there is talk of a reduction all around before the next consuming year. The contract market is unsettled and it is believed that less will be done on contract than is usual. Even the largest makers admit that contract buying is not in evidence and that they are not encouraging buyers to contract at this level. The way seems set for a reduction in the schedule and while some disclaim such an intention, it is almost certain that current levels will not be maintained after present contracts have expired. Spot business should be good next year if the remainder of the contract season goes as it has to date.

Soap Materials

Tallow and Grease

Tallow, New York, Extra 4¼c. Edible, New York, 6c. Yellow Grease, New York, 4¼c. White Grease, New York, 4¼c.

Rosin, New York, October 15, 1930.

Common to good..	5.65	K	5.80
D	5.65	M	5.85
E	5.67½	N	6.10
F	5.67½	W. G.	7.10
G	5.70	W. W.	8.00
H	5.72½	X	8.25
I	5.75		

Starch, pearl, per 100 lbs.	\$3.52 @	
Starch, powdered, per 100 lbs.	3.62 @	
Stearic acid, single pressed, per lb. ..	.11 @	
Stearic acid, double pressed, per lb. ..	.11½ @	
Stearic acid, triple pressed, per lb. ..	.13½ @	
Glycerine, C. P., per lb.13 @	.14½
Dynamite11 @	.11½
Soap, lye, crude 80 per cent, loose per lb.06½ @	.07½
Saponification, per lb.09 @	.09½

Oils

Castor, No. 1, per lb.12½ @	.13½
Castor, No. 3, per lb.12 @	.13
Coconut, Ceylon, Dom., per lb.06½ @	
Corn, crude, per lb.09 @	
Cotton, crude, per lb. f.o.b., Mill ..	.06½ @	
Cotton, refined, per lb., New York ..	.08½ @	
Olive, denatured, per gal.85 @	
Olive Foots, prime green, per lb.06½ @	
Palm Lagos, per lb.05 @	
Palm Niger, per lb.05 @	
Palm kernel, per lb.06 @	
Peanut, crude, per lb.09½ @	
Peanut, refined, per lb.12 @	
Soya Beans, per lb.09½ @	.10½

Chemicals

Borax crystals, per ton	66.00 @	71.00
Borax, granular, per ton	60.00 @	65.00
Potash Caustic 88@92 per cent, per lb., N. Y.06½ @	.06½
Salt common, fine per ton	14.00 @	20.00
Soda ash, 58 per cent, per 100 lbs.	1.34½ @	2.11
Soda Caustic, 76 per cent, 100 lbs. ..	2.95 @	3.76
Sulphuric acid, 60 degrees, per ton ..	11.00 @	12.50
Sulphuric acid, 66 degrees, per ton ..	15.50 @	16.50
Zinc, oxide, American, lead free, per lb.06½ @	.06½

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